PRINTERS' INK

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A Cake like this for 25c

That is what we told the housewife in advertising Pat-a-Cake. And that is just what Pat-a-Cake means! It is a cake batter in flour form—all the best ingredients necessary to bake a three layer cake, a loaf cake or 18 cup cakes are contained in a 25c package of Pat-a-Cake. You just add water and bake.

Advertising Headquarters welcomed the opportunity given them this year to co-operate with the C. A. Gambrill Mfg. Co. in advertising Pat-a-Cake. The results are manifested in the fact that the monthly sales are now more than double the entire 1918 sales volume.

Owing to increased cost of ingredients the price of Pat-a-Cake was advanced to 30 cents on October 1st.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA
NEW YORK BOSTON CLEVELAND CHICAGO

The Connecting Link



From their homes in Harlem, the Bronx, Brooklyn and Queens to countless stores, offices and shops of Manhattan the Interborough Subway and Elevated system forms "the connecting link" for more than a million workers of all classes, trades and professions.

INTERBOROUGH SUBWAY & ELEVATED RAILROAD CAR CARDS & POSTERS

face this prosperous throng *daily*, traveling back and forth with them and greeting their eyes over and over again until the name of your product and its big "talking points" are firmly fixed in the minds of more New Yorkers than any other medium or group of mediums can possibly reach. To overlook Subway and Elevated advertising is to disregard the permanent "connecting link" between your product and the household buyers of a million homes.

2,434,000 Daily Cash Fare Riders.

Write for booklet,
"Your Product and the Great New York Market"

ARTEMAS WARD

Trading as Ward & Gow

50 UNION SQUARE NEW YORK CITY

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CIX. NEW YORK, OCTOBER 16, 1919 NO. 3

"Why I Make My Employees Partners"

How Penney Chain Stores Have Gone Ahead by Picking Men With Partnership Qualities

Based on Authorized Interview by Robert Bostick with

J. C. Penney

President of J. C. Penney Co., New York City

Men Wanted. Well established mercantile concern operating 197 retail stores offers:

1. Long and continuous hours of work.
2. The work itself, hard, ceaseless, trying, testing.
3. The work-drive unrelenting, day in and day out.
4. And for it, a small living salary: perhaps less than you are getting now.

THERE could never be any accusation of exaggeration or overstatement made against such an advertisement. Many might doubt in fact whether it would draw any inquiries, and yet the actual wording is used in the Penney book "Men Wanted," and J. C. Penney interviewed last year more than 5,000 applicants for jobs who were attracted by the kind of appeal that leans backward in its promises and secured sufficient men of the calibre he insists upon. "I want to make our first offer as unattractive as possible," says Mr. Penney, "as the first test of the man. I picture to him the dull little town in which he may have to live, the hard work ahead, the small salary to which he will have to adapt his living—I purposely make everything except the main thing of a chance at real partnership as little tempting as possible. The kind of man I want is the one who will fix his mind on the ultimate goal and be willing to pay the present price for a future executive position as an actual partner in his own business."

The Penney stores, most of which are in the small town field in the West, deal in commodities which bring them very close to the public, men's and women's clothing, notions and novelties. This close contact with real folks in home towns makes a man pretty familiar with the fundamental impulses in human nature, and this knowledge can be applied to principles as well as merchandise. Mr. Penney has proved that human impulses are pretty much the same in all localities, and that a faith in their soundness is fully justified.

How he makes good on his partnership promise to the man who makes good for him is significant to every sales manager and manufacturer who has the human element in business to solve, and when it has become apparent that some incentive other than high wages and short hours must be offered to increase productive effort.

The plan might be briefly summarized by calling it an original principle of organization in management, founded upon a real belief in the inherent honesty of human nature and the desire on the part of all worth while men for self-expression in their work. It results in an intensive co-operation in the passing on of a man's knowledge and qualities of leadership

to his helpers in the business, and an endless chain of the development of the individual. Just as the scientific principles of previous decades were discovered by professors in detached and lonely laboratories, the adaptation of modern management to the human forces of to-day are being worked out by hard-headed business men who make the principles pay dividends as they go along. It has been said that fear of the job is one of the dominating motives in life. The day laborer fears starvation, the clerk fears the man above him and so loses his initiative and capacity for judgment, the small executive often fears the man just below him and so becomes uneasy, selfish, and does not co-operate for the good of the whole business.

The Penney plan makes it profitable to banish fear. The idea has enabled a young man in eighteen years to project his personality so that he has grown from a clerk in a small clothing store in Kemmerer, Wyoming, to the head of a successful enterprise with 197 stores in 27 different states, with 78 new stores to open soon.

The history of the Penney stores with their consistently startling growth in gross sales and numbers of new stores, takes the idea out of the class of theory and into the class of practical common sense proved by experience. Kemmerer is a small town in which to start a big idea, but the young man who had it kept his mind fixed upon it as an ultimate goal just as he now asks the men who come to work for him to do. The young man watched people and studied them during his early experience and was finally taken into partnership in the little "Golden Rule" store at Kemmerer. Five years later he was able to buy out his two partners and become sole owner of the store.

During this time he had been thinking along certain lines and had come to some definite conclusions about the human co-efficient in business as the result of his own personal experience. He had been taken into partnership. He realized what the newer management in many great industrial establishments has recently decided upon—that it pays to make use of the great human forces in industry, just as management in the past changed its methods to meet the then new forces of steam and electricity. When he became an owner, Mr. Penney said: "I will hire the kind of men who have the desire and the capacity to become my partners. These men will at the start have certain qualities and I will look for these qualities in any man who wants to work with me. There will be a clear understanding on his part that when he shall prove his ability to conquer difficulties and prove his possession of the qualities of courage, ambition, determination, and the necessary general business sense he will become my partner; his profits share to be paid for out of the earnings."

The principle proved its soundness from the start. A superior class of men became Mr. Penney's associates at no higher rate of pay than men not fired by a definite ambition would have demanded, and by the very fact of their determination to go after the big chance offered, made the rapid expansion of the business on the soundest kind of lines inevitable.

THE PENNEY INCENTIVE TO COMING MANAGERS

The way the system worked in banishing fear from the business was something like this. Mr. Penney's first partner was encouraged by him to open another store into which they placed one of their assistants as manager and partner. The first two furnished the capital and took notes for it. This man in turn opened a store and put in as partner and manager the man he had trained. By this time, Mr. Penney dropped out of this particular chain, and took an interest in another chain of stores started by managers he had trained. In other words, the originators of the plan didn't want to grab all the profits. They had offered men a real partnership and not a profit-sharing scheme as a palliative, and to make it a real partnership instead of a gradually diminishing



Members of Winchester Junior Rifle Corps Unit Number 13, of New Haven, practicing on their Indoor Range. This Range, with Clubroom adjoining, is built in the Basement of a Church.

Two straws that show how the wind is blowing

EVER hear of a rifle range in a church? In the basement of a large New Haven church a regular indoor range has been built. The youngsters who come there to shoot are organized into a Junior Rifle Corps.

Do you know the attitude of churches today toward dancing? Every Saturday night at a church in Paterson, N. J., there is a dance where "no wallflowers are allowed." Saxophone and trap drum succeed in getting everyone out on the floor.

Today churches everywhere are becoming more and more closely identified with the everyday lives of their members.

Church work now includes such activities as gymnasium classes, lectures on art and literature, summer camps, libraries, and cooking schools.

The people who constitute the church today are the leaders in every community—the most progressive men and women.

There's one big interdenominational weekly that reaches them everywhere—throughout the length and breadth of America. In 300,000 homes the *Christian Herald* is read weekly by people who are wide-awake, keen, fair-minded—anxious to keep abreast of the time—and desirous of the best things in life for themselves and their children.

The Christian Herald

GRAHAM PATTERSON, *President*

NEW YORK CITY

share to each new partner, each store had only three partners, the first man to drop out when a new man came in with a new store. Each original partner thus continually started new sub-chains and every man always, instead of looking at the man just below him with fear that he might eventually supplant him in his job, was constantly giving this man the benefit of all his experience so that he would quickly come to the position of being able to start a new store in the profits of which they both could share. Every man is thus co-operating for his own good which he can see concretely at once, as well as for the intangible "good of the organization."

Seventy-eight new stores will be opened in the near future by this endless chain of what was until 1912 an association of independent stores united by a personality only, buying as a unit and exchanging ideas and experiences. At that time there were thirty-four stores and plans were made to open fourteen additional. The need was felt for a closer organization and the business was incorporated at Salt Lake City, capitalized at $1,100,000, the $100,000 being common stock and the remainder special classes of preferred stock. At the present time the capitalization is $15,000,000 authorized, of which five million is common stock and ten million preferred. The common stock is numbered in series, according to the number of the store to which it applies. In other words the stock of each store is recorded in separate lot numbers according to the store number. The partner manager of store number 38, for example, owns stock of issue number 38 in the J. C. Penney Co. The type of organization and management was left unchanged, and all the benefits of partnership, with no stockholder who is not active in the concern. The new corporation gave the various stores one name, a more comprehensive good will value and one general management, consisting of the officers and two additional directors who are associate buyers. The directors pass on every new store and every manager-partner. Every time a new store is opened some man is advanced to partnership, and about five other men, all of partnership timber, are taken into the company.

In many a business which has grown large from small beginnings it happens that the personal touch gets lost somewhere along the line of growth. The concern gets so far away from its axis that the personality of the man who started it all doesn't touch the individual worker as it did in the days before success made a giant of a baby business. I asked Mr. Penney what he was doing to keep alive the spirit of close contact with the individual worker in his concern, upon which his success so largely depended.

HOW THE MEN'S WILL TO SUCCEED IS MAINTAINED

"Many plans have developed naturally," he said, "as the natural result of the real desire to co-operate which every man naturally has. The 'Dynamo," our house-organ, acts as a clearing house of ideas and inspiration. Then our annual convention brings all the managers and buyers together for an exchange of experiences. Buyers also meet at convenient points twice a year to discuss lines of goods and policies and by continued helpful exchange of thoughts help the whole organization. We all really want to help each other and so keep up the close personal co-operation."

The buyers are store managers who draw no salary for this work, giving their special training to the organization gratis, and getting their remuneration only from their profits in the stores. Buyers divide up the men's furnishings, ladies' ready-to-wear, dry goods, notions, and novelties field, and each manager picks his own goods. Each has his own personal responsibility and knows his own local market conditions, which system seems to result naturally in a quick turnover, for many of the stores turn over an average stock of $12,000 nearly six times a year. Here, then, is an organization founded upon definite principles



WELL, I made Dad come thru again, all right. I used to be after him all the time about a shotgun, but he kept putting it off. Said when I could show sufficient form with my .22 rifle he'd think about it.

So we cooked something up on him, and now I've got one of the prettiest repeaters that ever took a shell. Couple of Saturdays ago, while he was reading in the library, we started a contest outside the window. Well, I guess the nice warm October air kind of fanned Dad, and the crack of the rifles and our yells of "bull's-eye!" sort of got under his skin. He came out and took a hand, and he beat us all by a couple of points. Maybe he wasn't feeling swell!

"Well, boy," he said Sunday at breakfast. "I guess you're about ready to take a chance at buck fever. How about next Saturday for some real moving targets with feathers on, hey?"

And he and I met one day after school and I took him down to Bassett's. He wanted to go to another place, but I'd seen some shotguns in Bassett's windows that looked like their pictures to me, and I came out of there with one in a canvas case under my arm. Believe me, it's a honey! Billy Byer.

(Continued in Printers' Ink of October 30)

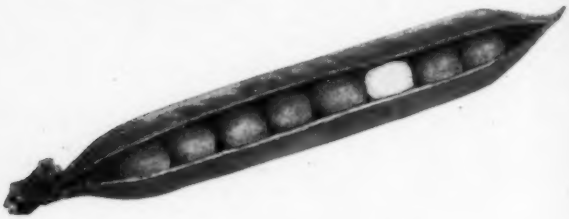
BOYS are wonderful window shoppers. They can tell you what's in all the windows, and lead you to the place every time. Merchandising your space in *The American Boy* is so much the more simplified—the selling value of your copy in *The American Boy*



THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

so much the more strengthened—because it goes direct to more than 500,000 typical average American boys with all the average boy's curiosity.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A. B. C.)
Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago



Like the one white pea in a pod—

THOUGH on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest like the one white pea in a pod.

Not by any superficial differences in your advertising, nor by the magnifying of trivial points, can this be done. No "stunts" of type, art work, or plate making will accomplish it.

But somewhere in your business there is a story that can be dramatized to give you a genuine individuality.

It may be a story of new uses that can be discovered for your product, as the "Skin You Love to Touch" treatments that individualized Woodbury's Facial Soap.

It may be a story developed through a carefully built-up "atmosphere," as that of "Yuban, the Private Coffee of the Greatest Coffee Merchants."

It may be a story of scientific fact discovered through research into the chemical basis of your

product, as was the famous sediment test of "Veedol, the Lubricant that Resists Heat."

Somewhere in your product, or in your business, there is a "difference," an idea that can be developed into a story so big, so vital, and so compelling to your public as to isolate your product from its competitors, and make your public think of it as distinctly a different kind of product.

Only by the development and dramatizing of such a story, only by the discovery of a big idea around which every promotion effort can be made to circle, can you gain real distinction for your product.

Without it your advertising is dependent upon volume and brute force alone. With it you have every advantage of a distinctive and favorable personality—a practical monopoly, as valuable as a patent. Every unit of your advertising becomes increasingly effective as it adds to the establishment of this central idea.

The telling of such a story should begin, if possible, with the name of the product itself. Certainly it should be expressed in the package, the container, and every other physical accompaniment of the product. Every detail of the printed message and of its form should be fitted to its telling.

For the products named above, and many others, we have had the pleasure of helping to develop the idea that has made each the one white pea in a pod. We shall be glad of an opportunity to tell you more about it at any of our offices in New York, Boston, Chicago, Detroit or Cincinnati.

J. WALTER THOMPSON COMPANY

New York

Chicago · Boston · Detroit · Cincinnati

of trust, co-operation, and making the old idea untenable that a man gets ahead by stepping on somebody else under him. In the Penney plan such an attitude would be a foolish boomerang.

No salesman who has received at a little old country hotel on a rainy night after a hard day in the sales trenches a form "pep" letter from the front office back home which picks on him instead of cheering him up, will fail to appreciate the story Mr. Penney tells about one of his managers. "There was a young man who came from my own home town," he said, "and I gave him a job against the advice of many of my friends. They said he had always been shiftless and never would be anything else. But he asked me for a chance to try himself out, so I gave him the job. About a year after he had gone to one of the small towns I was told how discouraged he was. The time was in mid-winter and I had a distinct mental picture of what that little town in Idaho was like at that time of the year. With that picture in mind I sat down at the desk and wrote him a long personal letter, admitting the difficulties he was up against, the loneliness, the discouragement, but telling him I knew he could conquer them all and win out for himself and for us. Later on he told me that on the same day my letter arrived he received one from his home town, poking fun at his ambitions to be a real business man and advising him to give up his lonesome job and come home.

ALL HE NEEDED WAS WORD OF CHEER

"The letter appealing to his real constructive instincts came at the right time to change his mind, and he stuck to his job and won out. He is one of our best men to-day. A man likes to know about it when you have faith in him, and the knowledge of your faith will help many a man at times of discouragement. Faith and encouragement and a real desire to help a man succeed in his ambitions are the things which make for loyalty and success in any body of men."

Profit-sharing in the Penney plan is a definite policy—not a salve. It might better be called savings and responsibility-sharing, and the chance ahead. The definite, positive opportunity is the incentive which has made the plan a phenomenal success.

William Cooper Procter of Ivory Soap fame, after years of success in building ambitious, happy workers, as well as soap, said recently:

"No one can build a sound profit-sharing plan on the desire to make money. You must be possessed of the conviction, not only that a fair share of the profit existing without the profit-sharing plan belongs to the worker, but that under the profit-sharing plan the worker will produce enough additional to pay his profit-sharing dividend. Your interest must be primarily in the men and seeing that they have the opportunity of earning, through increased interest, the additional money; and, above all, you must realize that it is more than money that the men want, it is a sense of ownership, that can be, in part at least, developed through profit-sharing. Without this unselfish motive on the part of the employer, profit-sharing will never be a success, for both he and the men, in the end, will distrust each other and be dissatisfied with any distribution made."

For building a real community of interest, for furnishing a new incentive, and making the sense of ownership, a real driving force, the Penney plan of endless chain co-operation is a live and workable one. Mr. Penney tells me he has no patent on the idea and that he believes it will work if sincerely adhered to in many other lines of business. Picking men on the basis of their ability to become partners and treating them that way looks like a profitable idea for all concerned in these days of the newer management in industry.

DuPont Appoints Seaman

The advertising account of the DuPont Industries, including explosives, paints, chemicals, leather substitutes, etc., has been secured by Frank Seaman, Inc., New York.

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The Central Location for Printing and Publishing

Printing and Advertising Advisers



Day and Night Service All the Year Around

One of the Largest and Most Completely Equipped Printing Plants in the United States

Linotypes, Monotypes, Hand Typesetting. Usual Presses, Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a Large and Reliable Printing House.

Business Methods and Financial Standing the Highest

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication PRINTERS

Artists—Engravers—Electrotypers

Polk & La Salle Streets **CHICAGO, ILL.**

Telephone Wabash 3381—Local and Long Distance

CHICAGO
The Central Location for Printing and Publishing

Closer Relations of Business Papers with Agencies

Associated Business Papers, Inc., Votes to Increase Knowledge of Its Medium

AT its recent convention in Chicago, the Associated Business Paper, Inc., adopted a report of the committee on Agency Relations which commits the association to an entirely new agency policy. It was the belief of the committee that neither the advertiser nor the advertising agency has a thorough understanding of the functions of the business papers and their place in advertising. To correct this lack of understanding, the following methods were suggested:

"(1) Advertising in the Advertising Trade Papers. The committee believes that advertising of the business paper idea should appear in every issue of the better advertising trade papers, so that the message of business paper value is at all times before the principal advertising factors.

"(2) Advertising in our own media. The committee recommends that we use the pages of our own individual media for a properly organized campaign on the same subject. Most of our subscribers have something to say about advertising in other business media and are interested in the results of advertising. They should be sold thoroughly on the strength and essentially of business papers as advertising media.

"This advertising should be sent out through the Secretary's office and examined by a group or committee of the best students of advertising in our association, so that each piece of advertising will be of a character calculated to impress all who may read it. It should be used continuously by the members, so that the constant reiteration will accomplish what we know constant advertising can accomplish.

"(3) Men available for speaking. We should have a list of men who can present the business paper cause with effect and who are available for speaking at meetings of: Business paper publishers, business paper staffs, advertising clubs, agency organizations, other bodies where any of these branches can be reached so they will present the positive strength of the business paper idea in its logical essentiality. The whole speaking campaign should show a reasonable amount of organization, and opportunities should be vigorously sought for putting over the work. This recommendation should become operative at the earliest date possible."

No recommendation was made on the subject of agency commission but the committee recommended to the member of the Associated Business Papers that recommendation be extended to agencies complying with the following conditions:

"First: They must give satisfactory evidence to provide complete business paper advertising service.

"Second: Whenever possible, agencies will be expected to seek those sources of information in the business paper field which can provide help and co-operation in merchandising and advertising plans.

"Third: The agencies shall agree at all times to maintain complete and up-to-date information on rates, circulation and other data of service to advertisers in the business paper field.

"Fourth: Agencies shall furnish satisfactory evidence of their financial responsibility for any obligations they may assume.

"Fifth: In support of its claim for recognition, each agency shall list three or more accounts that it is now handling in business papers."

Business paper publishers were urged to co-operate with agencies by placing at the disposal of the latter each publisher's facilities for the information and service in his particular field.

To Advertisers and Advertising Agents

The very serious increase in the cost of paper and printing which has taken place since the present advertising rate of The Outlook was established makes it imperative for us to announce a moderate advance in the advertising rate of The Outlook, effective on and after November first, 1919.

The increase in our mechanical costs ranges from approximately fifty per cent for printing to over one hundred per cent in the cost of paper. We have to carry the additional burden of a heavy increase in the postage rate on the advertising, under the Postal Zone Law. It must be obvious that under these conditions we are compelled to make some advance in the price for our service to advertisers, as well as to subscribers. The advance in the page rate is but twenty per cent, the new rate being $360 as against the present rate of $300. The new rate per line is One Dollar. Prices for preferred positions and for color work will be furnished upon application.

THE OUTLOOK COMPANY
Travers D. Carman, Advertising Manager

381 Fourth Avenue, New York
October, 1919


Collier's
THE NATIONAL WEEKLY
Collier's, The National Weekly
This man was paying $65 for tire mileage which he could have had for $31.00
The following instance, which recently happened in one of our stores, is an example of how many buyers of tires think they are saving money when in reality they are wasting it:
A man came in and asked for a 30" x 3½" Hood Extra Fly. On being told its price was $31.00 he threw up his hands, saying, "I've been paying only $13 for this size, record of a prominent make."
"What mileage do you get?" asked the salesman. "Ordinarily about 1,500 miles," replied the customer. "How can you afford to pay so much for your mileage?" asked the salesman. "This Hood Tire costs $31.00, but guarantees 7,500 miles. In order to get the same mileage from the tire you have been using, you would have to buy 5 x $13, or $65."
Note: While the Hood guarantees on 30" x 3½" tires is 7,000 miles, the records of her year prove that a great many users are actually getting 10,000 miles. On that basis, the man above mentioned was paying about $100.80 for mileage he could have obtained for $31.00.)
Here is a good rule to follow in buying tires: Divide the price of a tire you are considering either by the guaranteed mileage or by the average mileage you know this make of tire has produced for you in the past. This will give you cost per mile.
Then multiply that cost per mile by 6,000 (if the tire is larger than a Ford size)—or for a Ford use by 3,000. The result will be what that tire will actually cost you—at its own cost per mile—on the Hood mileage guarantee. (And remember that Hoods are running much above their guarantees.) Compare what that will cost you for that number of miles with the price you are quoted on the same size Hood. You will immediately see the economy of investing in the Hood Extra Fly.
PUT ON A HOOD TODAY
FORGET IT FOR A YEAR
HOOD TIRES
HOOD TIRES
You can buy HOOD TIRES at this sign
Ask the Hood Dealer for proof. And write us for free booklet, "The Why of the Extra Fly." It tells what you want to know about tires.
HOOD TIRE CO., INC.
20 Nichols Avenue
WATERTOWN - - MASS.

Hood Tires and Collier's

During 1919 more Hood Tire Advertising has appeared in Collier's than in any other general publication.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

September Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of September, 1919:

Real Estate - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 11,886 lines.
Next highest score, 9,696 lines
6 days against 7

Churches - - - - - - THE DAILY DEWS **FIRST!**
The Daily News, 2,851 lines.
Next highest score, 697 lines.
6 days against 7

Department Stores - THE DAILY NEWS **FIRST!**
The Daily News, 337,437 lines.
Next highest score, 246,898 lines.
6 days against 7

Educational - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 32,451 lines.
Next highest score, 27,884 lines.
6 days against 6

Furniture - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 46,891 lines.
Next highest score, 39,821 lines.
6 days against 6

Jewelers - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 7,462 lines.
Next highest score, 6,668 lines.
6 days against 6

Tobacco - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 16,496 lines.
Next highest score, 14,174 lines.
6 days against 7

Total Display Advertising - THE DAILY NEWS **FIRST!**
The Daily News, 872,426 lines.
Next highest score, 857,837 lines.
6 days against 6

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago Newspapers.)

An Elastic or Fixed Advertising Campaign

An Argument in Favor of An Elastic Appropriation, with Particular Reference to a Recent Campaign of The American Chicle Company

By Frank H. Williams

IN these days of booming business, when the fields for possible sales expand over night, there is particular pertinence in a discussion of the important question as to whether or not advertising appropriations should be definitely fixed for the entire year upon a percentage of the year's estimated sales or whether they should be so elastic as to take advantage of every opportunity as it arises.

For a number of years there has been a distinct tendency in the advertising business toward the stablization of the advertising appropriation. Efforts have been made to put appropriations in the same class as executives' salaries and office expense — this much money shall be invested in advertising during the year, no less and no more. Many leading advertisers have adopted this scheme of apportioning a certain percentage of the year's estimated sales for advertising purposes and no provision is made by them in the year's budget for extraordinary circumstances demanding increased advertising if the concern is to take advantage of the exceptional opportunities presented to it — such, for instance, as this present enormous expansion in nearly all lines of business.

Makers of cosmetics, who have not been tied down by fixed appropriations, have been able to advertise with tremendous success during the past few months and take advantage of the enormously increased market for face powders and rouge and the other things which sold in comparatively trivial quantities before and during the war. So too, the automobile makers and manufacturers of auto accessories, whose appropriations have been based on an elastic percentage, have been able to cash in on the upward bound in auto sales.

With less rigidity, too, in the investment of appropriations, it is often possible to be more timely, alert, alive, in advertising. It is possible to hook up the product with the biggest topics of the day in the way that the American Chicle Company hooked up its product with the world's championship baseball games in a $115,000 newspaper campaign which covered ninety cities and which was conceived and put through almost "on the spur of the moment."

The manner in which this campaign came into being and was rushed through is odd and interesting.

SAMPLING DEPENDENT ON BALL GAME'S RESULT

One of the company's salesmen was in Houston, Texas, a few days before the start of the series and, upon reading a local newspaper — the *Post* — discovered that the publication was going to inform the Houston citizens of each game's outcome by means of an airplane which would fly over the city and drop red slips of paper if the Reds won and white slips of paper if the White Sox were the victors. The salesman made a deal with the paper to substitute packages of Black Jack for the red slips and Yucatan for the white slips, the salesman agreeing to furnish plenty of gum to do this. The paper readily agreed to this plan.

Naturally the salesman wired in a report of his plan to the home office, which thought so well of the scheme that it inaugurated a 500 line campaign in the newspaper to hook up the stunt more definitely with the product. Then, upon thinking the matter over more thoroughly, it was determined to connect the company's gum with the baseball series in all the most important cities of

the country through a 6,400 line campaign.

When this decision was reached it was within a few days of the start of the series so exceptional speed was necessary in getting the copy and illustrations to the mediums. Each piece of copy, which consisted of 200 lines by three columns, was illustrated with an action picture of a ball player with a large illustration of a package of gum as a base for the player. So fast was the work on this campaign rushed through that the artist drew six of these pictures in one afternoon.

The copy was sent out from New York and when it was ready for shipment it was found that there wasn't sufficient time left to reach the west coast before the first game. Consequently the copy for the far west was telegraphed. So, too, after the last game, copy was wired to distant papers with instructions to use one of the old illustrations in printing it.

Preferred positions on pages one, two, three, four or the sport pages, were specified. The entire campaign cost $115,000 and it was especially commended by dealers everywhere.

Of course, as would be expected, the copy carried a distinctly male appeal. "Nerves" figured in all the copy, this being a typical piece of copy: "You win in the Game of Life, like Baseball, often by the edge you have on the other fellow in better 'nerves'. And Adams Black Jack Gum, favorite of many great ball players, is a nerve steadier. Try a package and let it help you over the rough spots of the day's work." The ads, in each instance, carried the names of the various brands with the American Chicle Company's trade mark and the addresses of its five principal offices at the bottom of all the copy. The word "Adams" was prominently displayed in the same large sized type in each ad.

The "nerves" appeal was played so strongly in this unique series because it was felt that with the increasing nerve tension of the American people there is a greater field than ever for gum. In other words, the American Chicle Company sensed the expanding market for its product and took advantage of a great national event to cash in on this trade expansion.

The outstanding feature of this campaign, which should prove of interest and value to every advertiser, is this: Had the appropriation been definitely apportioned among certain fixed mediums for the entire year, it would have been impossible to take advantage of this big opportunity. In this case, at least, the elastic appropriation seems to have more than vindicated itself.

Skinner Packing Co. Formed at Omaha

An independent packing company has been organized in Omaha, Neb., by Paul F. Skinner and Lloyd F. Skinner, who organized and successfully established the Skinner Manufacturing Company, maker of macaroni, which product has been nationally advertised. The new organization will engage in beef and pork packing, and will deal in poultry, butter and eggs. This organization intends also to market a special line of meat products, all of which will be sold through wholesale grocers, thus using the same sales channels through which the Skinner macaroni products have been distributed.

The canned meats will bear the Skinner trade-mark, made known nationally through the macaroni advertising. An extensive advertising campaign which will push the canned meat specialties, has been prepared. The plans call for the use of color pages in magazines. A newspaper campaign, in which ham, bacon, lard and shortenings will be advertised, will be undertaken shortly after January 1, 1920.

The officers and directors of the new organization are: Paul F. Skinner, chairman of the board; Lloyd F. Skinner, president; Charles F. Kamrath, vice-president and general manager; D. C. Robertson, treasurer; Robert Gilmore, secretary; J. H. Rosenbaum, manager of produce department; and C. W. Francis, financial manager.

Roscoe Massengale Is Dead

Roscoe Massengale, head of the poster department of the Massengale Advertising Agency, Inc., Atlanta, Ga., died on October 1. His death came exactly one year after the death of his brother, Gordon B. Massengale, who was also a member of the Massengale agency.

Sales of George E. Keith Co.

The George E. Keith Co., Brockton, Mass., maker of "Walk-Over" shoes, operating or controlling seven factories, manufactures 18,000 pairs of shoes daily. The sales of this organization for the fiscal year ended October 31, 1918, amounted to $24,021,000. The estimate of the sales for the fiscal year ending October 31, 1919, as given by the Company, is $28,000,000.

Personality Behind Dealer Co-operation

Roanoke, Virginia, Women's Wear Shop Features Trade-Marked Goods in Unique Way

ACCORDING to several opinions there are three kinds of dealers when it comes to making use of dealer-helps. First, the average dealer who uses them without changing so much as a comma. Second, the dealer one rung above the average who modifies them ever so slightly. Third, the idea dealer who reads them and then disregarding them utterly, produces something entirely different, just as snappy and with the local application which only the man on the spot can give.

Down in Roanoke, Va., is a dealer in women's wear who is making an unique application of national trade-marked goods. The firm, B. Forman & Sons, belongs decidedly in the third class. Mr. Forman recognizes the value of a well known trade-mark, and puts his own originality and personality back of its use. In one advertisement using a two-column fourteen-inch space, he features five national trade-marks, with brevity and effectiveness:

B. Forman & Sons
Correct Dress for Women
Superiority!
—as usual.
A "Miss Manhattan" Suit
A Rawak Hat
A Town Blouse
A Wickert Shoe
A Foreign Fur—
Accomplishment!
without extravagance.

Five brief lines of type, yet one gets a mental picture of a well dressed woman. A Miss Manhattan, in fact, tripping gaily down the street in Roanoke, Va. An achievement in brevity of copy as well as in dealer co-operation.

Another three-column full-page advertisement features one national brand exclusively thus:

B. Forman & Sons
Correct Dress for Women
Why
This Shop
Advertises
Miss Manhattan
Suits and Coats.

Because they are designed and built by master tailors from the best of the modes in foreign importations.

Because they contain materials of guaranteed merit.

Because they do not sacrifice style for economy's sake alone.

Because the makers are not backward about advertising them under their own label to the readers of the *Vogue, Bazar, Ladies' Home Journal.*

Because every model must satisfy or it never leaves the designer's table in New York.

Monroe Hecht, advertising manager of Zelenko & Moskowitz, makers of "Miss Manhattan" coats and suits, says that Mr. Forman is perhaps the best example among all of their local dealers of one who puts personality behind the national trade-mark in his advertising.

And this dealer co-operates all along the line. When he receives a letter from the New York office saying that some woman in his section of the country has written in for a catalogue featuring "Miss Manhattan" garments and that the catalogue has been sent her together with a cordial letter signed by "Miss Manhattan," giving his name as the dealer in her territory, he promptly sends out as the first follow-up on this inquiry the letter quoted below:

DEAR MRS. RADFORD:—

We are advised by Miss Manhattan, that you would like to become better acquainted with her idea of street dress.

We are delighted to have the honor of representing Miss Manhattan in South West Virginia, and know that upon better acquaintance you will be as great a Miss Manhattan enthusiast as we are. The prices of Miss Manhattan suits and coats range from $45 to $97.50. She uses unquestioned materials, style, and workmanship.

We will be pleased to send you on approval any of the things illustrated in her catalog which you have probably received, or any of the one hundred models not illustrated, but answering any description you may give us for the suit or coat you have in mind.

Hoping to be of further service to you, we are,

Yours very truly,
B. FORMAN & SONS,
(Signed) Isadore Forman.

If this letter doesn't bring the customer into his shop for a personal inspection of the goods, or a request for a garment to be sent her on approval, other letters are sent her—each one equally personal, and each a little more cordially urgent, until he makes of her a satisfied customer. In all of his advertising, B. Forman recognizes the value of the national trade-mark and turns it to account in his copy.

Again We Say—"Full Steam Ahead"

(A dealer bulletin of the Beech-Nut Packing Company)

EXCITEDLY, even threateningly, the problem of the high cost of living has been thrust in the hands of our supreme authority, the Federal Government, for solution.

And now a lot of people are waiting in fond expectation of a sovereign remedy that will afford instant relief but still permit them to continue their excesses. The trouble lies in their looking for soothing syrup instead of taking the figurative castor oil needed.

Prosperity has gone to their heads; they spend money like water. Then when the abused weekly envelope rebels they holler for more in the envelope—and—here's the important part—the poorest producer usually hollers the loudest—he has more time to think up what to say.

You can't load business in general with poor producers at high wages and then expect a low cost of living.

But the American people can be depended upon to work out their own salvation. They responded nobly to the call for economy during the war, and the present extravagance is a natural reaction. When they realize the necessity for a return to thrift, extravagance will cease.

And with this realization of the necessity for thrift must also come the realization that the false principles of Bolshevism mean carrying the non-producers at the expense of the producers. When the real workers sense this, wages will not go down but production will come up or the non-producers must get out.

But whatever the outcome, our duty as manufacturers and distributors is still clearly defined. All of us should make it a matter of conscience to name a just price on our goods—one that is just to consumers and just to ourselves.

This done, we can all count on the American people. We are—the factories we wrote you about last spring are completed and we've even started another one. Again we say—"Full Steam Ahead."

Copyright, 1919, Beech-Nut Packing Company, Canajoharie, N. Y.

Advertising Is a Price Reducer

Among people who know, the old delusion that every nationally advertised product has to be priced so as to include a large slice for advertising, is about dead. Most people know that the advertising increases the demand, allows greater production, and so reduces prices.

But once in awhile the old canard crops up, and then illustrations like two that have come to this desk this week, are useful. One is from the California Fruit Growers' Exchange, transmitting figures on the current year's output of oranges, lemons and grapefruit. There were 33,082 *carloads* of these fruits sold, yielding $54,600,000, and the nation-wide advertising, which took the form of multi-colored pages in the most expensive publications, cost only *one-fifth of one cent per dozen!*

The other illustration is from a large breakfast food manufacturer, who sold last year $123,000,000 worth of his product and spent a million dollars in advertising. A million advertising against one hundred and twenty three millions of sales means about three-quarters of one per cent, which is infinitesimal.

As a matter of fact, these advertising costs are not costs at all—they are actual reducers of price. For if the California Exchange and the breakfast food manufacturer had not advertised they would not have sold as much goods, and if they had not sold as much goods they would have had to charge more money for what they did sell. The right kind of national advertising much more than pays for itself.—*Modern Merchant and Grocery World.*

Conduct Employment Agency

The Women's Advertising Club of St. Louis, through its extension committee, is acting as a clearing house for the employer and the employee in placing women in suitable advertising positions. The scope of work undertaken embraces the listing of all unemployed women advertising solicitors, copy writers, managers, assistants, secretaries and commercial artists. Employers in the advertising field have been urged to cooperate by listing their needs for this class of help with the extension committee.

Philadelphia

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that within the city limits there are:

16,000 manufacturing places
48,000 wholesale and retail stores
392,000 dwellings
700,000 male workers
350,000 female workers

Do you realize the attractiveness and possibilities of such a compact market for large and quick sales of your commodity?

Are its manufacturing places using your supplies?

Are its stores distributing your goods?

Are its dwellings being equipped with your wares?

Are its workers and their families eating Food, wearing Clothes or Shoes, or Hats made by you?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average for six months ending September 30, 1919

446,311

Copies a day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

THE PAGE IDEA—



Condensed from an address delivered by Frank D. Webb, Adv. Mgr., The Baltimore News, before the Associated Advertising Clubs of the World (Newspaper Division) New Orleans Convention

The page idea in newspapers is growing. The use of one or even two or three pages in a schedule of 5,000 lines up is becoming so customary now that the campaign which comes in without it, above this size, may be said to be the exception rather than the rule.

Suppose we look for a second into what has actually been achieved in the way of distribution by the use of full page copy in newspapers and the merchandising of it in advance of appearance by salesmen utilizing the old familiar promise to feature the names and addresses of all dealers.

The Dr. Scholl's Foot Appliances came into Baltimore last Spring with a 5,000 line schedule. At that time this proposition was sold in comparatively few stores. With page copy in hand, one salesman merchandised this proposition in stores all over Baltimore, throughout the entire State of Maryland, in Delaware and all over Virginia. The success of the drive is attested by the fact that a similar campaign is scheduled for this Fall.

E. H. Josselyn, manufacturing confectioner, of Baltimore, had about 20 dealers selling "Karamel Skotch" Sundae Top Dressing at the beginning of his campaign this Spring. The last full page contained the names of over 100 who are handling it.

Corkran, Hill & Company, Baltimore packers, released their first full page in The NEWS with 300 dealers featured in it. Their next full page will contain between 700 and 800 dealers' names.

The second full page used for Ward's "Orange Crush" contained about 120 names. The third page, published two weeks later, contained 518 names. Two salesmen did this work, averaging with the assistance of full page proofs, 33 new orders a day.

Other advertisers who might be used to illustrate the fact that the page idea in newspapers is progressing include, Firestone, Goodrich, Goodyear, O'Sullivan's Rubber Heels, Colgate &

IN NEWSPAPERS—



Company, Chicago Tribune, Curtis Publishing Company, Pictorial Review, Literary Digest, Polk Miller Drug Company, Selden Trucks, Chandler Automobile, U. S. Tires, Gillette Safety Razors, Kayser's Silks, Underwear and Gloves, Charms, Pillsbury Flour, Palmolive Soap, The Craig Kennedy Serial and others now or recently appearing in The Baltimore NEWS.

In most cases the primary purpose of the page or pages is to get or perfect distribution. And if the page is a valuable factor in getting the merchandise on the shelves, it would seem to be a more important factor in performing the major part of the selling operation—moving it OFF the dealers' shelves into the hands of the ultimate consumer.

So many firms enter a market apparently with the thought that if distribution can be secured the product thereafter will take care of itself. It has been our experience that distribution is a very "perishable" commodity, except where the same leverage used to get the goods on the shelf—advertising—is used likewise to get them off.

The page idea even fairly sustained, to the extent of 12 or even 6 full pages a year, will keep the product in the mind of the consumer as well as the retailer and, with a moderate thread of supporting copy, should steadily build up every market thus cultivated.

A final beauty of this idea lies in the fact that a try-out, up to an intensive campaign of full pages or double pages, can be made in so limited a number of localities that an absolutely accurate cross-section of its possibilities may be obtained at an investment trifling in comparison with the cost of experimentation in almost any other form of advertising.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Repsrsentative
First Nat'l Bank Bldg.
Chicago

FREY

standards are maintained by a staff of nationally and internationally known artists. This staff is constantly being augmented as new men of real power come into the field. Such men gravitate naturally to this organization because they find here the broadest opportunity for expression. The largest advertisers and agencies find in *such men only* the requisite mental grasp and technical ability to interpret *powerfully* their ideas and ideals.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH
CHICAGO

Standardization the Keynote at Advertising Agents' Convention

A Uniform Kind of Rate Cards Near at Hand, Is the Report at Boston Convention—Standard Columns and Pages Also Urged

THE American Association of Advertising Agents held its third annual convention in Boston, October 14 and 15. The members received a warm welcome from the newspaper publishers of Boston and other cities of New England. The magazine representatives, banded together under the name of the Lantern Club, did their share of the welcoming.

The Boston Council of the A. A. A. A. greeted their 160 fellow agency men from all over the country and one advertising man, Max Deland, who came from Switzerland to attend the Convention.

"The sole idea of advertisers is to make merchandise cost less money," was the keynote of the address of William H. Johns, president, and was shared by every man present. "The price of advertised goods is known to everyone," said he, "so that dealers do not raise their prices. But the price of non-advertised articles, not being generally known, can be marked up as high as the dealer desires or as the demand warrants. The public pays the bill. So if the public wants to get full value, the best way to get it is to insist on advertised products. They can be bought at the advertised price. The advertising business must be a benefit to the public or it cannot survive. It must render a service to the public first."

Sixty per cent of the newspapers of the United States now use a standard form of rate card. This was announced at the meeting of the executive committee. This committee urged and will probably bring about a standard form of Agency Advertising Orders. The standard form has not yet been decided upon, but a decision is expected in a few days and it is known that the publishers will welcome it. The executive committee reported it is quite possible that all the large newspapers will grant the agents 15 per cent straight commission with a 2 per cent cash discount.

H. H. Charles of New York, reporting for the committee on farmers and food production, stated that the farmer is waking up to the fact that he has been underpaid for years and will now demand the same rate for his labor as the city man. Mr. Charles pointed out that the farmer's wife and children had heretofore worked without pay—thus making food cheap; now they demand a fair price for the labor they give, as well as enough to pay the interest on the farmer's capital invested. In the past the rich soil and the labor of the farmer's family made it possible to produce cheap foodstuffs. The farmer has learned that if he will continue to secure a crop from his land he must invest money in it to build up the fertility of his soil. The day of cheap production of food is past.

NEWSPAPERS ENTERTAIN

"Greater service to the public by both newspapers and advertisers," was the keynote at the dinner given to the association by the publishers of the Boston daily newspapers and the Bureau of Advertising of the A.N.P.A.

William A. Thomson, director of the Bureau and toastmaster of the evening, said that advertising brings the customer and the manufacturer together. It is the cultivation of a series of natural markets. By lowering the price of the process of finding customers for the manufacturer's product, we lower the selling price.

William H. Johns, the retiring president of the association described the work of his organization and the co-operation that is necessary in order that the best work be accomplished. He said that the agents want to do busi-

ness fairly and squarely, so that they can meet each other afterwards as friends. Co-operation is not what is received but what is given, he asserted. Everyone should try to give as much as and even more than he is getting.

"Eventually," said he, "we want standard size newspapers. It would mean a great saving, for at present the mechanical cost of changing plates to fit the various sizes amounts to well over $1,000,000 a year. I am happy to say, that beginning January 1, every agricultural publication south of the Ohio River, from Atlantic to Pacific coasts, will have a standard size page."

Mr. Johns then announced the progress made in the big advertising campaign to recruit 100,000 men for the navy. He told of the formation of the Advertising Agencies Corporation, with representatives of all the large advertising agencies as stockholders. It is an experiment from the government standpoint, he pointed out, and is the first attempt to secure results of this sort on a large scale. The advertising men realized that it is up to them to show results and are going at it without desire for profits. With them, it is a case of showing what advertising could do.

"We must win this campaign," he declared, in closing, "because the Government must win. And I believe that within a few years you will find that the Government will be the biggest advertiser of all. I can see an earnest purpose in a meeting like this between publishers and advertising agents. It is to help the people we serve. Conditions have changed in advertising. The responsible agents see the injustice to the publisher and to the public in sending out thinly disguised advertisements that are sometimes given to newspapers as news. Such matter loses the confidence of the public and is of no value to the advertiser."

Louis M. Hammond, president of the Boston Newspaper Publishers' Association, and publisher of the *Boston Transcript*, was chairman at the dinner. He talked principally on what newspapers owe to the advertising agents and the relations between agents and publishers.

"There is no more highly specialized business in the world than newspaper work," he said. "It owes much of its prestige to the fact that it is part of the life of its community. It comes daily in the same garb, with the same familiar face and to the same family. Newspaper advertising is fast approaching constructive action. The acid test is the service that we can render the advertiser and the buying public."

The entertainment of the Lantern Club occurred at the Boston Athletic Association clubhouse. No business was allowed to intrude—the affair having been arranged for the sole purpose of giving the visitors a good time.

ASSOCIATION'S NEW OFFICERS

Officers of the association for the ensuing year were elected as follows: President, Harry Dwight Smith, of Fuller & Smith, Cleveland; vice-president, O. H. Blackman, Blackman-Ross Co., Inc., New York; secretary, H. A. Groth, William H. Rankin Co., Inc., Chicago; treasurer, John Hallman, H. K. McCann Co., New York; executive committee: W. C. D'Arcy, D'Arcy Advertising Co., Inc., St. Louis; Stanley Resor, J. Walter Thompson Co., Inc., New York; Bayard W. Barton, Critchfield & Company, Chicago; Jesse F. Matteson, Matteson-Fogarty-Jordan Co., Chicago; Thos. E. Basham, Thos. E. Basham Co., Inc., Louisville; J. Wesley Barber, J. W. Barber Advertising Agency, Inc.; Boston; William T. Mullally, Maclay & Mullally, Inc., New York; W. R. McLain, McLain-Hadden-Simpers Co., Inc., Philadelphia; William H. Johns, George Batten Co., Inc., New York and Paul E. Faust, Mallory, Mitchell & Faust, Inc., Chicago and A. W. Erickson, The Erickson Co., Inc., New York.

The old officers and members of the executive committee were elected to the same positions in the newly formed Advertising Agencies Corporation at a meeting held at the Copley-Plaza. Fol-

lowing the meeting of the association, plans were discussed for launching the naval recruiting campaign.

Stanley Resor of the J. Walter Thompson Company, Inc., reported for the agency service committee. Discussing the constructive side of advertising, he advocated teaching the fundamentals of advertising to business men. A complete plan for cost finding and accounting was reported by O. H. Blackman for the agency system and costs committee. A report was made on the preparation of a set of charts for surveying and analyzing the advertising markets for the mechanical production committee by Ben S. Nash of Frank Seaman, Inc. A standardization of magazine sizes was urged by Phillip V. Troup of Lord & Thomas, speaking for the magazine committee. He pointed out that there are seventy-two different page sizes, each requiring an original plate for an advertisement. "These plates cost $1,000,000 a year that might better go to the publications," he said, "than be wasted."

William H. Rankin, reporting for the newspaper committee, presented a plan to nationalize newspaper circulation. He said that newspapers in this country enter 22,000,000 homes. Robert Tinsman of the Federal Advertising Agency, Inc., spoke on business papers, and advocated their more extensive employment in advertising campaigns.

Street car and outdoor advertising was reported on by G. C. Sherman of Sherman & Bryan, Inc. The South American countries can be covered as easily as any point in this country, according to the report of the export committee made by Bayard W. Barton of Critchfield & Co. A survey of this field has just been completed. Surveys are also being made of England, France and other European countries.

The following have been appointed to committees:

Newspaper—Chairman, William H. Rankin, William H. Rankin

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Co., Inc., Chicago; Collin Armstrong, Collin Armstrong, Inc., New York; Cleveland A. Chandler, Amsterdam Agency, Inc., Boston; Wiliam B. Tracy, Tracy-Parry Co., Inc., Philadelphia; Samuel C. Stewart, Stewart-Davis Advertising Agency, Chicago; W. R. Massengale, Massengale Advertising Agency, Inc., Atlanta.

Agricultural Papers—Chairman, H. H. Charles, The Charles Advertising Service, New York; Harold F. Barber, J. W. Barber Advertising Agency, Inc., Boston; William W. Matos, Matos Advertising Co., Inc., Philadelphia; C. C. Fogarty, Matteson-Fogarty-Jordan Co., Chicago; H. L. Staples, Staples & Staples, Inc., Richmond.

Trade Papers—Chairman, Robert Tinsman, Federal Advertising Agency, Inc., New York city; Franklin P. Shumway, Franklin P. Shumway Company, Inc., Boston; W. R. McLain, McLain-Hadden-Simpers Co., Inc., Philadelphia; Walter W. Hoops, Hoops Advertising Co., Inc., Chicago; Carl M. Green, The Green, Fulton, Cunningham Company, Detroit; John H. Cecil, Cecil, Barretto & Cecil, Inc., Richmond.

Outdoor and street car advertising—Chairman, G. C. Sherman, Sherman & Bryan, Inc., New York city; F. J. Ross, Blackman-Ross Co., Inc., New York city; H. E. Ayres, H. E. Ayres & Co., Boston; H. R. Whitcraft, Clark-Whitcraft Co., Inc., Philadelphia; William D. McJunkin, McJunkin Advertising Co., Inc., Chicago; St. Elmo Massengale, Massengale Advertising Agency, Inc., Atlanta.

Finance—Chairman, C. R. Erwin, Erwin & Wasey Co., Inc., Chicago.

Exports—Chairman, Bayard W. Barton, Critchfield & Company, Chicago.

Officers of sectional council—New York Council; Chairman, Frank H. Little, George Batten Co., Inc., New York city; secretary, W. H. Mullally, Maclay & Mullally, Inc., New York.

Western Council—Chairman, Paul E. Faust, Mallory, Mitchell & Faust, Inc., Chicago; secretary, John Benson, Benson, Campbell & Slaten, Chicago.

Philadelphia Council—Chairman, W. R. McLain, McLain-Hadden-Simpers Co., Inc., Philadelphia; secretary, William Matos, Matos Advertising Co., Inc., Philadelphia.

Southern Council—Chairman, Jefferson Thomas, The Thomas Advertising Service, Jacksonville; secretary, H. L. Staples, Staples & Staples, Inc., Richmond.

New England Council—Chairman, P. F. O'Keefe, P. F. O'Keefe Advertising Agency, Boston; secretary, Harold F. Barber, J. W. Barber Advertising Agency, Inc., Boston.

Religious Advertising An Outcome of the War

Scriptural quotations, and religious admonitions have been appearing on the billboards of Edwardsville, Ill. The inhabitants of Edwardsville were so interested that they desired to know the name of the person who had the advertisements placed in their town. They were informed that P. S. Montgomery, president of the company that controls the boards, had instructed that all vacant billing space should be so inscribed. It also was stated that the reason for the instructions was that Montgomery had served at the front in France and had been impressed with the verities of life.

Some of the inscriptions are:

"The wages of sin is death, but the gift of God is eternal Life through Jesus Christ, our Lord."

"Twelve churches in Edwardsville bid you welcome."

"Tell mother you are going to church Sunday."

"Go to church; give your best self a chance after a wearing week, a Sabbath of rest. Seek the worship and message of the church. Remember the Sabbath. Remember the church. The church needs you and you need the church. Edwardsville churches welcome you."

Get Down to Your Customer

"If an advertisement of securities is to reach men who do not speak the language of investment bankers, it must say just about what a salesman would." Thus spoke the manager of the bond department of one of Wall Street's large firms. The formal announcement that is the usual style, reaches the professional investors, but to the average man they are no more inspiring than an epitaph. Financial advertising is too frigid. What salesman could succeed if his personality and speech produced the effect of a cold storage plant? There is no better salesman than a good financial advertisement, but it must be so worded that it will be a real live message from one warm blooded being to another—*The Wall Street Journal.*



The Man Who Had Everything

By Ben Ames Williams

One of the biggest novels of the season begins in the November JOURNAL

It is Ben Ames Williams at his best

The People's Home Journal

NEW YORK

For 34 Years the Magazine for Every Member of the Family

A Great Market



NOTHING is more important to the successful selling of an article of general appeal than the cultivation of the farm market. There are six million farm families in the country and probably three million others that draw part of their income from farms—and the average farm income today is high.

Reaching this market should be a matter of first consideration for every advertiser—not, as is too often the case, a minor detail to be taken care of after the advertising to city people in general magazines and daily newspapers has been provided for.

Any careful analysis will show that for most products of common use the situation justifies spending at least half the appropriation in the farm press. But advertisers as a whole are spending only a sixth there—often so little that the size of the effort makes adequate results impossible.

Perhaps it is natural that most men who control advertising appropriations should think first of the daily papers and the general magazines—

SPENCER, IND.

Farm Life

"This copy was prepared for the Saturday Evening

and a Great Medium

the publications which they themselves read with the most interest. But there are rich rewards awaiting the advertiser who realizes the true importance of the national farm papers.

Farm Life is the great national farm monthly. It has 650,000 subscribers and that circulation practically covers the country. It is read by almost the same percentage of farmers in each of the leading agricultural states of the Union—East, West, North and South.

It is national in spirit as well as in influence. Farm Life is richly and purely American in its good-natured humor as well as the vigor with which it treats the farmer's vital problems. It is a thoroughly interesting farm paper.

Farm Life has greater influence over the lives of its readers than it would be possible for any publication to get over the lives of an equal number of city dwellers. Farm Life subscribers farm by it; they keep house by it; they dress their children by it, and they buy from its pages, clothing, hats, farm implements, household utilities, breeding animals and a thousand and one other things.

That is why small town dealers everywhere so much appreciate the sales co-operation which is represented by advertising published in Farm Life.

Farm Life goes direct to subscribers through the mails. It is not sold on the city news stands. But many people who live in cities find it interesting and helpful—business men who have bought farms as a side issue, and retired farmers who still maintain an interest in farming.

They like the informed and vigorous discussion of current farm problems. Their knowledge of farming is kept up-to-date by the articles on farm practice contributed by experts who are in the closest touch with the practical and experimental work in farm improvement that is being done everywhere.

Get acquainted with Farm Life **Send 25 cents for the next twelve issues**

Special Representative
JOHN M. BRANHAM CO.
New York Chicago Detroit
Atlanta St. Louis

THE FARM LIFE
PUBLISHING COMPANY
SPENCER, - INDIANA

SPENCER, IND.
Farm Life

Post, issue of November 8, but was crowded out."

Two New Accounts for Cecil, Barreto & Cecil

The advertising account of the Cowmatic Corporation, manufacturers of barn equipment, Lynchburg, Va., has been obtained by Cecil, Barreto & Cecil, Incorporated, advertising agency, Richmond, Va. Agricultural and dairy farm papers will be employed in the campaign which has been undertaken for this account.

This agency has also obtained the account of Klor-Early Company maker of "Pepsated Aspirin," Bluefield, W. Va. Newspapers will be used for this account.

R. A. Fletcher with Beckwith Special Agency

R. A. Fletcher, who during the last six years has been associated with the Frank A. Munsey newspapers, and who previous to that time served several years on the Cleveland *News* and the Cleveland *Plain Dealer*, is now with The S. C. Beckwith Special Agency, New York.

Miss E. G. Hobart with Shumway Agency

Miss Ethel Gage Hobart, who during the last eleven years has been manager of the advertising department of the C. F. Hovey Company, Boston, is now with the Franklin P. Shumway Company, advertising agency, Boston, engaged in sales survey work.

R. A. Sigmann Returns to Griswold Press

R. A. Sigmann, who has been advertising manager of A. Laitner & Sons, brush makers, Detroit, has returned to the Griswold Press, Detroit, with which organization he was connected before becoming advertising manager of A. Laitner & Sons.

W. F. Ahner with New York "Sun"

Walter F. Ahner, who has been a member of the advertising department of the New York *Times*, is now a member of the advertising staff, covering New York City, of the New York *Sun*.

Col. Raymond Robins Speaks at New York Ad Club

Col. Raymond Robins, who was chairman of the American Red Cross Mission to Russia, made an address on the life of Roosevelt before the New York Advertising Club on October 22.

J. W. Marrah of Wales Adding Machine at New York

J. W. Marrah, who was district sales manager at Rochester, N. Y. of the Wales Adding Machine Company, Wilkes-Barre, Pa., is now with the New York office of that organization.

J. A. Van Buren Succeeds J. L. Ebaugh

J. A. Van Buren, who has been advertising manager of the *Times-Picayune*, New Orleans, has been made business manager, succeeding John L. Ebaugh, who has become general manager of the Birmingham, Ala., *News*.

Mr. Van Buren is succeeded as advertising manager by John F. Tims, Jr., who has been a member of the foreign display advertising department of the *Times-Picayune* since 1914.

Miss Laura B. Carpenter with Foreign Newspaper Association

Miss Laura B. Carpenter, advertising copy comptroller of the New York *Tribune*, has joined the American Association of Foreign Language Newspapers, as an assistant to Richard H. Waldo, vice-president and general manager of the organization. Miss Carpenter is succeeded at the New York *Tribune* by Miss Ethel Shannon.

Atlantic & Pacific Tea Sales Increase

The sales of The Great Atlantic & Pacific Tea Company, Inc., for the first six months of the current year—ending August 31, 1919—were $89,283,250 against $71,319,026 for the corresponding period of 1918—an increase of $17,964,224 or over 25 per cent.

H. E. Myers Joins "Hoosier Farmer"

Harry E. Myers, formerly manager of the farm and poultry department of the Indianapolis *Star*, has become foreign advertising manager of the *Hoosier Farmer*, a monthly publication of the Indianapolis Federation of Farmer's Association, Indianapolis.

A. C. Rogers Returns to Agency Work

Arthur C. Rogers, president of The Rogers-Baker Company, advertising agency, Cleveland, O., has resumed active participation in the conduct of the agency after more than two years in military service.

R. R. Wolfe in Life Insurance Advertising

Ralph R. Wolfe, who was for a number of years Sundav editor of the Hartford *Courant*, recently became a member of the advertising department of the Aetna Life Insurance Company, Hartford, Conn.

Coffee Roasters to Hold Convention

The National Coffee Roasters Association will hold its ninth annual convention at Atlantic City, N. J. during the period November 11 to 14.

Convincing Proof

can be shown you that the

Charles Francis Press

in the Printing Crafts Building, 461 to 479 Eighth Avenue, New York City with its half-million dollar printing plant of the latest and most modern machinery and its organization of Master Printers, is the one place to get just what you are looking for in SERVICE and QUALITY.

ART WORK PERIODICALS
PROCESS COLOR CATALOGS
HOUSE ORGANS BOOKLETS
PUBLICATIONS FOLDERS
ADVERTISING COMPOSITION
and COMMERCIAL PRINTING

Telephone 3210 Greeley

and arrange to spend an interesting hour in going over the plant. No obligations.

Ice Cream
SOLD HERE
CHICAGO
Thos. Cusack Co.



The Telling-Belle Vernon Co.
Cleveland, Ohio

July 1, 1919.

Thos. Cusack Co.,
2120 E. 19th St.,
Cleveland, Ohio.

Gentlemen:

We herewith enclose another contract for an additional display for our CHANTE BLOSSOM HONEY ICE CREAM, to the amount of $1700.00 per month, to be painted according to the design attached.

Our Outdoor Advertising displays have grown to be very extensive and we are meeting with a most wonderful response, which we can attribute to no other source excepting our Outdoor Publicity with its appetizing appeal.

We have adopted a policy of spending two cents per gallon of the increased volume of our business in Outdoor Advertising, and the returns that we have thus far received, have been very gratifying.

This being the height of our season, we would appreciate prompt action in the execution of this display, and trust that you will have it completed not later than the middle of July.

Very truly yours,

THE TELLING-BELLE VERNON CO.,

W. E. Telling

President.



Counsel, Art and Typography for Advertisers

PERLEY, BERTSCH & COOPER

It is not enough that your Illustrations, Designs, Lettering and Typography be properly executed. To sell goods efficiently they must be properly *combined.* And the time to combine them properly is *before they are produced.*

This organization, and this organization alone, offers to agencies and advertisers complete facilities for the capable and responsible planning, production and co-ordination of every physical element used in modern advertising—*including typography.*

59 EAST VAN BUREN STREET
CHICAGO

Toy Makers Raise Barriers Against German Invasion

Advertising Expected to Clinch the Market Before the "Made-in-Germany" Variety Arrives

THERE are at least two strong barriers which can prevent a resumption of the one-time constant flow of German toys into America. These two bulwarks are: A protective tariff and strong paid advertising for the American-made product. The American toy-makers are determined to prevent a return of German domination. They wish to enjoy the fruits of the investments which they made in the toy industry during the war. In order to fulfill this desire, they have turned to paid advertising as the economic factor that will bring quick results.

When it is recalled that in pre-war days eighty-five per cent of the toys which were sold in North America were of German origin, it will be realized that a job of no mean proportions has been set for advertising.

The advertising has back of it, however, a solid, though new, industry, which is capable of competing with the German toy industry. The men who are members of the industry know its product is better, and acting as one body, have given $65,000 to tell the American people.

Through their association, The Toy Manufacturers of America, this sum is being invested in an advertising campaign which began in September and ends at Christmas time. Newspapers, business publications, magazines of national circulation, and posters and placards will be employed.

Primarily the advertising is an appeal to the American people. There are advertisements which seek to interest the dealer, the American father, the American mother and American boys and girls. The appeal to the American fathers, mothers and children finds its best expression in an advertisement written for the attention of mothers and girls, in the words:

"Jane Ann is a patriot. When she grows up she's going to be a Red Cross Nurse, and take care of our soldiers;—or she says perhaps she'll be a teacher because teachers can tell little children all about patriotism. Jane Ann, you see, has American Made Toys to play with and from them she has learned lots and lots about her country.

"Give your children American Made Toys. They interpret the spirit of America in a manner impossible for a toy maker thousands of miles away in some foreign country. Here we have collected a representative showing of toys from America's largest and best toy makers. Here you can select anything you desire to amuse or educate the child. And it will be American Made for American Maids."

RETAILERS IN ALLIANCE

Back of the advertising which the toy makers are doing as one body, are the individual advertising efforts of the makers, and the wholesale distributors; and back of such efforts is the advertising work of the retailer.

The manner in which the retailer has responded to the invitation of the manufacturer in the campaign is encouraging. In the early stages of the campaign the retailer was shown that failure on his part to do his utmost would not only display lack of appreciation of duty, but also a deficiency in business ability. The retailer in his advertisements has kept to the road which the association has made, and in doing this has thus far given the campaign the strength which comes from unified action.

The pride in American manufacture which the campaign will inspire in the American people should have a wholesome after effect upon the American wholesale

distributor. He is in the present campaign, and he can witness the results. That within a few years he should renounce that which he now advocates—American toys for American children—solely because some competitor here and there gives an order to a German firm, does not seem likely.

The campaign is a commentary on the the effectiveness of advertising, for it is not only believed that it will safeguard the American market but that it will give the American manufacturers greater pride in the products which they send forth as "American goods," and openly record in the advertising columns of publications as "the best." Of course, the toy-makers feel that an interested market will bring an increased sales volume.

This decision of the toy-makers, which has now found expression in the nation-wide campaign, in itself presents an interesting study in American methods exemplified in the use of paid advertising in contrast with the German methods shown in the use of free publicity or propaganda. The American manufacturers propose to make America the market for the toys which they fashion. This purpose is openly declared and made the basis of a paid advertising appeal. In choosing advertising rather than attempting the use of the so-called "free publicity" a better knowledge of economics and a better sense of efficiency is displayed by the American toy-maker.

Bankers Who Shirk Responsibility in Advertising

YOU have noticed at the bottom of advertisements describing offerings of stocks and bonds a line or two in small italic type reading something like this: "We believe the above information to be reliable, but we do not guarantee its accuracy." This repudiation of responsibility for the truthfulness of statements is often tagged on to facts and figures which the bankers selling the securities ought to be able to vouch for without quibble. Investment bankers are supposed to analyze very thoroughly the condition, the records and other data of companies whose stocks or bonds they undertake to sell to the public. If the underwriters cannot guarantee the accuracy of the figures they publish, then they should insist upon the company doing so itself.

In Britain and other European countries any disclaimers such as are resorted to here would not be permitted for an instant. Promoters and vendors of securities there must accept responsibility for every claim made in a prospectus or other announcement designed to advertise and sell new issues of securities. As a matter of fact, the disclaimer of responsibility is often attached to advertisements here when the bankers know absolutely that their statements are correct beyond question. Why not, therefore, come out boldly and state: "We can vouch for the accuracy of the foregoing statements"? Either that or compel the company to shoulder responsibility for the figures presented by it.

Some day I hope to print an article showing the extraordinary amount of care and labor and expense which certain investment banking institutions incur in making investigation and research before they agree to associate themselves with any security offering. The facts will be a revelation to you: they certainly were to me.—B. C. Forbes, in *Forbes Magazine*.

W. W. Cribbens Leaves for Pacific Coast

W. W. Cribbens, advertising manager of Garrett & Co., Brooklyn, N. Y., producers of Virginia Dare Wine, has found it necessary to give up his duties at Brooklyn in order to be in California, due to the illness of his son. While in California he will have charge of the San Francisco extract sales force of the Garrett Company.

F. U. Webster with Chicago Printers

Forrest U. Webster, who before entering the army was a member of the western office staff of *Hardware Dealer's Magazine*, New York, has become manager of the sales and advertising service department of The Record Press, printers of Chicago.

"Safety First" Week Made to Work for the Dealer

American Ever Ready Works Puts Retailer in the Foreground In Advertising National Fire Prevention Day—Dealer Display Is Center Around Which Campaign Is Built

IN advertising a product in connection with any special occasion or public celebration, a manufacturer is naturally tempted to obtain all the prestige and publicity possible for his own firm. In preparing for "Safety First" week in which fell national fire prevention day, October 9, the American Ever Ready Works of National Carbon Company, Inc., adopted a contrary policy. It decided to use "Safety First" week as a means of promoting a definite sales and merchandising campaign for the benefit of its dealers, rather than as an advertising campaign simply for the benefit of the company.

In preparing for this week, the American Ever Ready Works also adopted a method of procedure different from the usual practice, in that it built all its advertising around the displays worked out for the dealers, instead of making the dealer-display a mere appendage or afterthought of the advertising campaign.

The unit around which all advertising revolved was a cut-out in the form of an enlarged military medal. This medal bore on its top the words "Safety First." The ribbon carried the line "For Distinguished Service." The medal part bore the bold lettering "Eveready Daylo." No advertising was sent out which did not carry a reproduction of this cutout.

Four classes of advertising mediums were used, business papers, general magazines, newspapers and posters. Advertisements were prepared and sent out for insertion in the September publications. Next, newspaper advertising was sent out for insertion on September 30 and October 7. These ads appeared in 214 cities which are designated in the merchandising plan as "Blue List" cities. In these cities most of the dealers have signed an agreement for special co-operation with the American Ever Ready Works regarding sales and advertising. They also agree to carry stock of Eveready Daylo cases and tungsten batteries worth not less than a certain sum and to feature the Eveready line in all window and counter displays and in their own local advertising. In return they obtain a variety of special services, among which is the privilege of obtaining special assistance by experts on store and window displays and on selling ideas, and having their names mentioned and listed in all local newspaper advertising run by the Ever Ready Works.

The general magazines were used in October. When proofs of all the advertising to be done in connection with "Safety First" week were ready, a broadside of them was mailed out to the trade, along with a letter explaining what was to take place and what the specific plans of the company were.

SALESMEN A FACTOR IN CAMPAIGN'S SUCCESS

It is also to be noted that the Ever Ready Works took care that its own salesmen were sold on this advertising before it was placed. Each salesman received a portfolio of the contemplated advertising matter, and was furnished with a list of the publications into which each advertisement was to appear. Along with each portfolio went a letter explaining in detail the company's programme for "Safety First" week. This letter was not mailed separately, but was pasted on the first page of the portfolio, so that there should be no possibility of the letter going astray, thus leaving the salesman ignorant as to what was coming off. It was the

business of each salesman to visit the dealers and present the advertising programme in connection with "Safety First" week so as to make them want it, and want it hard.

The advertisement which appeared in the September business papers called attention of the dealers to the big drive which was planned from October 4 to 11, in connection with National Fire Prevention Day on October 9. The dealer was informed that "Fire Prevention" would be tied up tight to his store and the demand centered there through a powerful chain of publicity matter. He was urged to supply himself with plenty of stock from distributors, and a coupon was attached which the dealer was to cut out and send in for special sales helps and display material.

The newspaper copy for September 30 was headed by a large line-cut of a burned automobile from which smoke is arising, while three persons stand by. Beneath is the line: "A *Daylo* would have prevented that!"

Then follows an announcement of the approach of "Safety First" week. Just below is a cut of a Eveready Daylo service station sign, which is posted in the stores of "Blue List" dealers. Readers are urged to see the complete Daylo line in stores labeled with this sign. There follows a printed list of dealers, the names of which were supplied to the publishers by the American Ever Ready Works.

The October 7 newspaper copy carried a cut of a house which has just been burned. In the foreground stands three figures—a man and his wife facing a fireman carrying a flashlight in his hand. The headline reads: "You should have used a *Daylo!*" The announcement of "Safety First" week follows. Below is a cut of the "Distinguished Service" cut-out by the side of which is printed the list of dealers in that town.

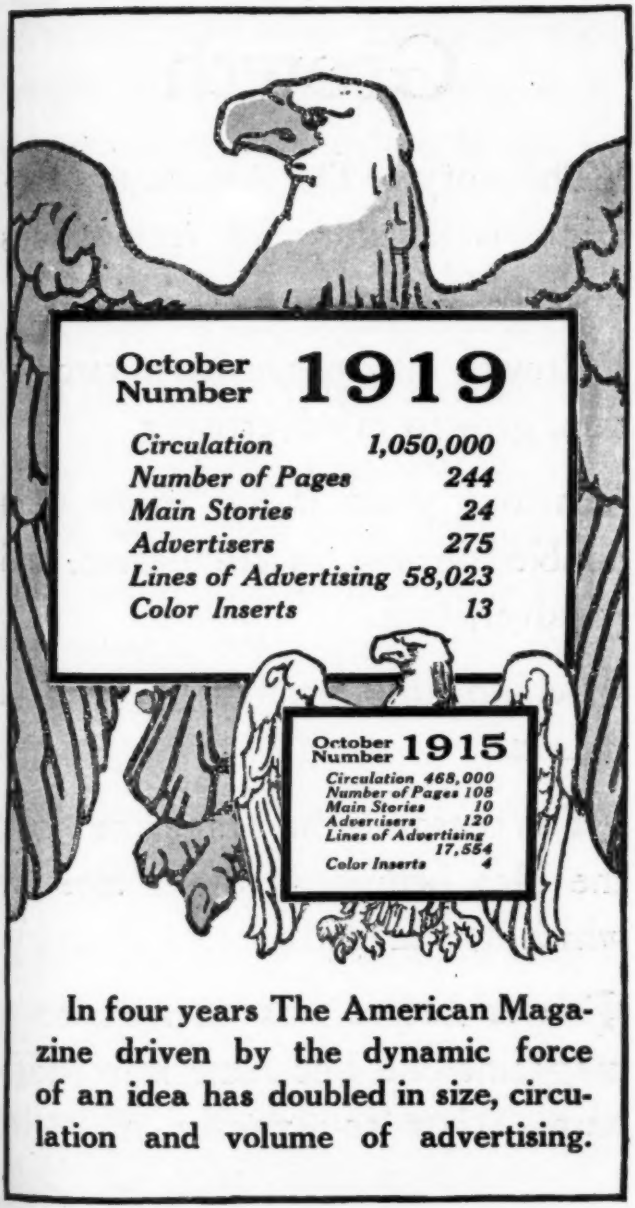
The advertisements appearing in the October general magazines were somewhat similar, except that the illustrations were half-tones instead of line cuts, and no list of dealers was given. Instead, there was a row of cuts illustrating the Ever Ready line of products, in the center of which was the medal cut-out which readers were advised to look for in the windows of dealers. In these layouts, an effort was made to get away from sensational or "shock" copy. Calamities such as a burned house, barn, or automobile, were shown *after* the accident. Emphasis was laid on the desirability of precaution and prevention.

Besides the "Blue List" the Ever Ready Works has two other classes of dealers: One consists of those who sign up as "Team Work" dealers under a three-year plan, and the other of those dealers who simply order Eveready products at random without any advertising cooperation. Dealers who sign the "Team Work Application" agree to maintain an ample stock of Eveready products so as to display the line adequately, and to see that all store salesmen are familiar with the various Daylo types of cases and of various sizes and styles of batteries. This arrangement may be cancelled by either party at any time by written notice. "Team Work" dealers get all display material, but no local advertising and no posting.

By featuring dealer-displays in its advertising, the American Ever Ready Works achieves a double purpose. First, it convinces the dealer that the company is working as much for his interests as its own, and secondly, it stimulates the dealer to give the best displays possible and to impart to them a sense of pride in helping to carry out the programme. The result, it is declared, is not only the creation of the strong spirit of good-will toward the company, but the creation of a spirit of "uplift" among the trade.

McJunkin Agency Enlarges Staff

A merchandising survey department has been added to the McJunkin Advertising Co., Chicago, as an adjunct to the agency work. H. O. Morris, who was formerly with the Erwin & Wasey Co., Inc., Chicago, will be in charge, with E. P. Williams, formerly with Walter E. Hardy, Inc., as associate.



In four years The American Magazine driven by the dynamic force of an idea has doubled in size, circulation and volume of advertising.

Growth

¶The story of The American Magazine is a story of tremendous growth.

¶Growth in size, growth in circulation, growth in advertising.

¶In four years it has more than doubled in size, in circulation, and in advertising.

¶Behind this growth there is a reason.

¶The reason is the Magazine itself, the idea behind it, the recipe by which it is made.

¶Never before has there been a magazine like The American Magazine—that so exactly met the

greatest need of so many people—people of the most desirable sort—progressive, forward-looking, live people.

¶ Its readers do the thinking of the country. They get their inspiration from The American Magazine

¶ By giving them what helps them most, ideas that they can use immediately, ideas based upon the real lives of real people, The American Magazine has drawn together more than a million of the most responsive audience ever reached by a national advertiser.

¶ The advertiser and his customer stand on common ground in The American Magazine. Each has felt its power. Each has found it a help. Each has confidence in it.

¶The result has been this remarkable four-year growth, which is only a beginning, for the future of The American Magazine is even more promising than its past.



The American Magazine

THE CROWELL PUBLISHING COMPANY

Lee W. Maxwell

MANAGER OF ADVERTISING

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
FARM AND FIRESIDE
COLLIER'S

To Sell Art, Advertise It

Architects, Manufacturers and Dealers in Artistic Things Are Discovering What Modern Methods of Advertising Can Do for Them

By C. P. Russell

DESPITE the advances that advertising has made in recent years and the prestige that has been accumulated, there still remains a large percentage of business and professional men who, though otherwise progressive and abreast of the times, persist in regarding advertising as "undignified" or "unethical"—leaving out doctors, lawyers and dentists for the moment.

In this category can be included men whose business or profession is related in some manner to the arts. They comprise, let us say, architects, interior decorators, special designers, and art dealers. Many of them have the idea that to advertise is to hurl their business out into the vulgar market place and to run the risk of lowering themselves in the esteem of their fellow-men. Others, when they can bring themselves to purchase advertising space at all, simply "insert a card" in some ultra-dignified medium and let it go at that.

This attitude is no doubt largely owing to the fact that they still associate advertising with the ringing of gongs and the beating of tom-toms. They are unaware of the fact that modern advertising is conducted by professional men of high education and good taste, who accept no business that will not bear close investigation and who make no move until they have carefully studied the product, goods or service to be advertised, as well as the mediums in which the advertising may properly appear.

In recent years, however, these conservatives have begun to see the light. They have wetted their feet in the waters of modern advertising and, finding the swimming good, are increasing their appropriations.

A typical case is that of Henry J. Davison of New York. He is an architect, decorator and designer of homes and clubs. For years he was content to do a fairly comfortable business, without any attempt at expansion. Then the war came along, putting an end to all ordinary building developments.

THE "BUILDING SURGEON" ADVERTISES

The signing of the armistice failed to bring about any marked improvement in the situation. Building programmes were held up by high prices and the timidity of capital. He then decided to branch out into a new but related field—that of restoring old and broken down residences and of making over properties which failed to find purchasers because of unattractive appearance and defective architecture. The prospects were promising and he made up his mind to see what advertising could do for him. His first attempt was the expenditure of less than $200 for fairly large space in a national medium, a monthly magazine of limited but high class circulation. He simply set forth what he could do in brief copy, with tasteful typography. His advertisement was illustrated with an engraving. He invited readers to ask for particulars and for a booklet which described his plan in more detail but which was filled principally with illustrations of "before and after" treatment of properties.

The response astonished him. He got within a few days after publication more than sixty replies, all from a prosperous class of people, with ample means for purchasing his service. Further experimentation with other mediums developed wide vistas of big business. He is now preparing to form a complete and greatly enlarged organization to handle the work immediately in sight. There is every prospect

that within the next year he will do a business of hundreds of thousands of dollars a year where previously it amounted to a few thousands.

As a next step he contemplates the extensive use of newspapers, both in the regular and the Sunday gravure sections. He has studied these mediums carefully and is convinced they will reach the class of customers he desires.

BECOMING POPULAR TO ADVERTISE ART

Another class of advertisers who have been ultra-conservative in the past but who are now beginning to see the possibilities of carefully planned advertising, are the art dealers. Hitherto their advertising, when it was done at all, has appeared principally in the Sunday art pages of the newspapers. Their copy ran something like this: "John Smith & Co., paintings, etchings, engravings, 18 Northern Boulevard, Pittsburgh, Pa."

Of course that sort of advertising is good of its kind. It is better than nothing. It at least informs the man, who wants to buy some pictures for his home, where he can find the goods. But it creates no interest in pictures and arouses no desire.

This variety of advertising, however, is gradually becoming specific. It presents the ware attractively and is always, when possible, illustrated with pictures. It has been found wise to mention the price in all cases.

To show the possibilities of such a method, a certain manufacturer of art objects had an item of peculiar design which was slow in moving. The price was substantial. He included it in his advertising and ran an illustration with it. In a few days he got a letter from a distant part of the country enclosing a check. Attached was the clipped advertisement. The letter simply said: "Please send me this object."

There is another case of a manufacturer of specially designed art objects and dealer in period furniture. At first he was skeptical as to what advertising could do for him. His place was not on a leading thoroughfare or even in a fashionable part of his city. But at last he tried advertising in a small but new way. His typography was carefully chosen to harmonize with the artistic quality of his goods and whenever possible he used cuts, mentioning the price of each item in small type. He used the newspapers and magazines of a selected class. To-day this man has big motor cars owned by well-to-do customers standing in front of his place and he gets orders by mail from sections of the country which he would never have dreamed contained buyers for his merchandise. He is now a substantial buyer of advertising space.

There has been another curious result from this art advertising. It has created an unsuspected demand for the works of American artists. Ordinarily the work of the home-grown artist does not begin to sell well till about 50 years after his death.

In this connection there might be mentioned the strange story of the New York artist, Blakelock. Even in his prime he was often glad to get one or two hundred dollars for a picture. Some of them went for less than that. He was so poor that when he left the Y. M. C. A. building on 23rd Street, New York, where he had roomed for some time, he was unable to pay his rent and left one of his finest paintings there as part payment. As he grew older it was believed that his mind was affected and he was placed in a sanitarium. Efforts were made to procure his release, which finally attracted the attention of the newspapers. The name of Blakelock thus received much free advertising. One or two art dealers casually printed the announcement that they had some Blakelocks for sale. A run was started. To-day a Blakelock sells at the rate of about $1,000 per square foot and the prices on his work are constantly mounting. If Blakelock, in his youth, had only had a gallery owner who recognized his merit and was willing to give his name a little judicious advertising, years of bitterness that



THE Kansas City Star, morning and evening combined, prints and circulates more papers a day than any other newspaper west of New York City.

(Based on N. W. Ayer & Son's Directory for 1919)

THE KANSAS CITY STAR

MORNING	EVENING	SUNDAY
210,000	210,000	210,000

culminated in dementia might have been obviated.

The reason that American artists are now selling well is perhaps due in part to the fact that an altogether new class of art buyers has arisen in the United States since the opening of the war against Germany. It consists of people who have made a great deal of money, who are building substantial homes, and who are willing to pay for the best furnishings. These buyers do not care greatly for the old masters and the great painters and engravers of antiquity. The name of Rembrandt, Hals, Corot, Velasquez and Angelo mean little to them, but the names of Americans like Homer, Murphy and Inness have a different sound. They like the openness, freshness and vigorous colors of the moderns. They will pay real money for them to hang up in their halls and dining rooms.

One art dealer has found within the past year that it is difficult to keep a representative showing of paintings by high class modern American artists on hand. This man as yet does only a little modest advertising. But the result is that he no sooner gives an exhibition that he is almost immediately sold out. And the prices are as often in the thousands as in the hundreds.

There is an abundance of these new art buyers in the country at present. They are by no means confined to the big cities, but in many cases are residents of towns and communities unknown to that art dealer who confines his attention to metropolitan centres. Here, therefore, is another great field for modern advertising.

Why Advertise Extinct Dainties?

NORWOOD, MASS.

Editor of PRINTERS' INK:

I realize how futile a letter of protest to "the editor" usually is, but my disgust is so deep concerning a certain matter that I must unburden my soul to somebody, and it might as well be you.

Briefly, the advertising illustrations now appearing in practically all the magazines show an ignorance of actual conditions and a crass stupidity which does little credit to our profession as a whole or the artists as individuals.

I turn to a page advertisement of an electric refrigerator. The doors are open, showing, on the wire shelf, a ten-pound roast of beef.

Now the agency man who handled that job and the advertising manager of the refrigerator company who O.K'd it knew perfectly well if they had stopped to think, that roasts of beef are no longer found in refrigerators belonging to the class of prospects the advertisement was designed to sell.

Why, then, insert it? Surely it could only turn the reader's mind back to better and happier days—and away from the copy.

Please do not misunderstand me. There are of course roasts of beef in refrigerators scattered hither and yon over this, our fair land. Undoubtedly there was even a bigger one reposing in beefy grandeur in the refrigerator of the artist who drew that picture. Our washwoman tells my wife there is a story current here in Norwood, Mass., that the Prof. E. Teers, up on the hill, had a roast a week ago last Sunday and it is by no means uncommon for them to have roast chicken.

But taking it by and large, I think you will agree that a roast in an ice-box is now as extinct as a dodo in a zoo and that such illustrations must hereafter be eliminated from all copy basking in the light of "Truth."

W. W. EVERETT.

North Carolina Newspaper Officers

The following officers of the North Carolina Press Association elected at a recent convention, held in Wilmington, N. C.: President—J. A. Sharp, Lumberton *Robesonian;* first vice-president—R. T. Wade, Morehead *City Coaster;* second vice-president—J. F. Hurley, Salisbury *Post;* third vice-president—Parker R. Anderson, Wilmington *Dispatch;* secretary-treasurer—John B. Sherrill, Concord *Daily Tribune;* historian—M. L. Shipman, Raleigh.

Judd Directs "Art & Decoration"

Arts & Decoration, New York, has changed ownership and is now controlled by The Joseph A. Judd Company, under the direction of Joseph A. Judd, who was for the last ten years associated with *The Literary Digest*, New York, in an executive capacity.

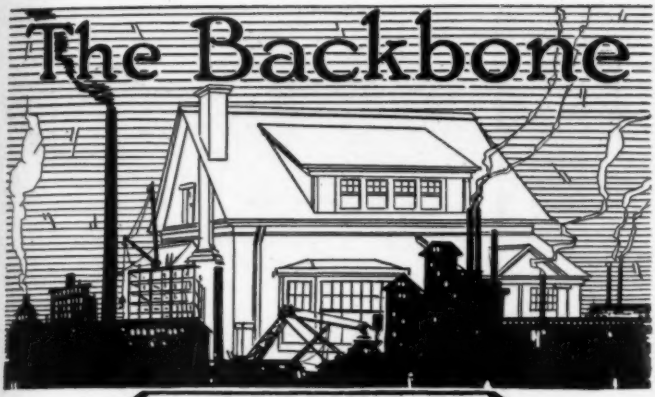
Offin Succeeds Sanchez

Charles Z. Offin has been made head of the copy and art department of the *American Exporter*, New York, succeeding J. G. Sanchez, who has been made advertising manager of *El Magazine de la Raza.*

Kenosha "News" Has Special Representatives

The Kenosha, Wis., *News* has appointed H. Edmund Scheerer, Chicago, as its Western representative and Ralph R. Mulligan, New York, its Eastern representative.

The Backbone



of Milwaukee Prosperity

Milwaukeeans are earning more — and spending more—than ever before. Their expenditures are being planned in the home.

It is a simple and economical matter to bring your sales appeal into this very heart of Milwaukee prosperity.

Nine out of every ten English-speaking families in Milwaukee read *one* newspaper — seven days each week. This one *home newspaper* is The Journal.

Journal confidence and prestige open the one direct route into the buying power of these better Milwaukee homes.

Results prove the wisdom of concentrating in THE JOURNAL!

The MILWAUKEE JOURNAL

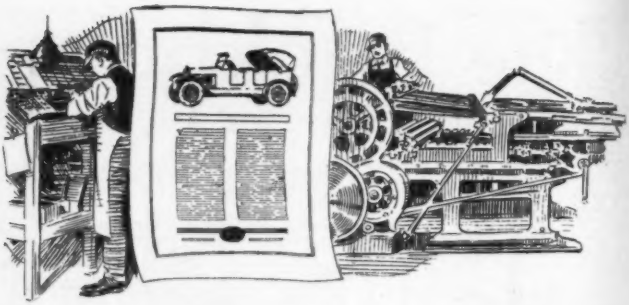
Supreme in Milwaukee—Dominant in Wisconsin

H. J. GRANT
Publisher

R. A. TURNQUIST
Advertising Manager

Special Representatives:
O'MARA AND ORMSBEE, Inc.
New York and Chicago

LONDON OFFICE:
34 Norfolk Street
Strand, W. C. 2



Good Printing Needs Careful Planning

DO YOU just say to your printer, "Ten thousand catalogs, this size, in red and black ink?" Or do you plan your work carefully, your printer helping you?

Into every piece of printing can be put the character of your product and your firm. You can have every printed job exactly as you want it.

But, to buy good printing, you should co-operate closely with your printer, and exercise great care in selecting materials with which he is to work. Decide neither on the plates nor paper before you are sure both will fit into the plan you have conceived. Mentally view the job in its completed state, then work back to the details which will make it possible.

How are you to know what the finished work will look like? Warren's Paper Buyer's Guide will give you a fairly good

Better Paper



idea of what it might look like. This 108-page book was published by S. D. Warren Company for the purpose of showing all interested in better printing the remarkable effects that can be obtained on Warren's Standard Printing Papers.

In this interesting book are splendid examples of printing on glossy, dull, and semi-dull coated papers, antique papers, super-calendered and machine-finish book papers, and papers for offset work. Illustrations of the products of nearly every important branch of industry are shown in the way best suited to their portrayal. In fact, this book is a liberal education on high-class book paper printing.

Warren's Paper Buyer's Guide may be seen at any of the public libraries of the larger cities, at the offices of the Typothetae and Printers' Boards of Trade, and at the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY
BOSTON, MASS.

Better Printing

Tractor Advertising in Minnesota

Volume of business carried in Minnesota farm papers during the first eight months of 1919. Figures compiled by the Advertising Record Company.

The Farmer - -	**66,349 lines**
Second Minnesota farm paper, -	**31,377 lines**
Third Minnesota farm paper, -	**22,011 lines**

THE FARMER

A Journal of Agriculture

St. Paul, Minn.

Western Representatives
STANDARD FARM PAPERS, INC.
1341 Conway Bldg.
CHICAGO, ILLINOIS

OF KNOWN VALUE
STANDARD
FARM PAPERS

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Avenue
NEW YORK CITY

Member Audit Bureau of Circulations

"Jazz" Letters Sell Hot Water Heaters

Manufacturer Takes Thought of His Audience and Builds His Letters Accordingly

By S. C. Lambert

IS there any good reason why business relations should be conducted in a spirit of funeral solemnity? In writing a business letter, is it necessary to dress it up in the stiff habiliments of a bygone era, including such high colored phrases as "we venture to call your attention to, etc." and such starched shirtfront expressions as "answering your esteemed favor of the steenth inst., we beg to say," etc.?

There is a firm in New York which thinks not. It places considerable dependence upon direct mail advertising. It sends out many sales letters. But though the firm's business consists of engineering and manufacturing—dignified professions both—its letters are the reverse of all that starchness and stiffness imply. In fact, so far does it go in the other direction that conservative persons doubtless think them a bit odd if not risky.

But, they get results. And as the theatrical manager said, it is the box office receipts that tell the story.

The firm is the Patterson-Kelley Company, water heating engineers and manufacturers of heaters. The author and composer of the letters in question is John C. Whiteside, the advertising manager.

Mr. Whiteside's letters are novel, both in form and content. In form he favors letters that have a margin of an inch and a half or more on the left side of the sheet and more than that on the right. His typewritten lines run from two and a half to four inches long. The lines are broken and irregular, sometimes containing only one or two words when he wishes to secure special emphasis. In appearance they are not unlike the productions of modern "free verse" poets.

In a previous issue of PRINTERS' INK (June 26) it was pointed out that modern advertisers might profitably look into the merits of the "free verse" style of composition, but until I met Mr. Whiteside I was not aware that anyone was applying this method to letters.

SOMETHING NEW, PERHAPS, IN TYPEWRITTEN SALES LETTERS

In style Mr. Whiteside's letters are distinctly "jazz." This is not to imply that his productions are merely frivolous. They are not. They are founded on a knowledge of what constitutes effective advertising and on a study of the best methods by which to carry the message of a particular product and service to a particular audience.

"Jazz" music is music that is syncopated, broken and irregular, laying the emphasis on unexpected passages, keeping the ear constantly alert for the next surprise. Hence, though Mr. Whiteside does not call them so, his letters can properly be regarded as "jazz" productions. They are addressed to laundry owners and operators concerning the Kelley water heating systems. In a recent drive the letters went out in a series of four. This was the first:

DEAR SIRS:—

Over in Egypt the only laundry is the River Nile—of crocodile fame. They just souse the clothes in the cold, muddy water and—Old Sol does the drying act.

Over here. Well, you know and we know, it's different. Bang-up laundries—those getting the results and prospering—all use hot water. They **must.**

And **The Kelley System** supplies it. Lots of it—anywhere, anytime. **Instantly.**

Take us at our word. Fill in and mail the enclosure and we'll leave it to you if

the 2 cents isn't the very best investment you've made in a coon's age.

Now what do you say?

Truly yours,

THE PATTERSON-KELLEY CO.,
A. B. GROTZ,
Treasurer.

DEAR SIRS:—

When Great Grandmother wanted to wash, Leander lugged water forty furlongs from the Old South Spring. With the ox team—and the ice boat—he filled the big copper kettle—brought over from Brittany.

It's **dollars to doughnuts** Leander had a goodly grouch. But Water Carriers' Unions were of the future.

Hot water was a strenuous stunt. Cutting fagots and sparking flints was far from fun. However those primitive pioneers were of a sterling, sturdy stock.

Today. Things have changed. You don't have to labor like Leander to have **hot water because—**

The Kelley System gives it to you. Gallons and gallons of steaming, scalding hot water. Anywhere, anytime. **Guaranteed.**

Are you interested?

If so—**2 cents.**

"Consider the letters," says Mr. Whiteside. "All state facts and the lead paragraph is such as to command attention. Such things actually happened in Biblical and pioneer times, though we are not trying to teach either Bible or American history. Also, you will note that the word 'we' occurs but four times in the four letters."

Letter No. 3 was sent ten days after the second and brought over 153 replies from the shrinking list of 1920 names:

DEAR SIRS:—

Back in barefoot days when we kids 'missed' a couple of times, mother would say, 'Sonny, **the third time's** the charm.'

This is the **third time**—about **The Kelley System of Water Heating** for power laundries.

Persistent? **Sure.** We **know** exactly what it'll do for **you. Exactly** how it will increase output and **profits**—same as it does for over 2000 of your brother operators.

It's no guesswork, but facts—knock-down, dragout, convincing facts. Why! If you had **The Kelley** you'd wonder how in Sam Hill you ever did without it.

Don't spoil the charm—**the third time.**

Invest 2 **cents—now.**

"We don't contend," says Mr. Whiteside, "that these letters are examples of classical English, nor are they treatises on the technicalities of our products. Our aim was to tell the laundryman what our service would do for him."

The fourth and final shot of the series was as follows:

DEAR SIRS:—

No. We won't quit yet even if **the third time** wasn't the charm with you.

And again ask—do you want to know just what **The Kelley System of Water Heating** will do for **you?**

Some six hundred others invested 2 **cents**—but we can not tell you unless you send in your working conditions.

Once more—**do you** want to know?

The result of 6620 letters sent to the list of 2540 names was more than 628 replies, good ones. More came in from time to time, so that when the final returns were in, a grand total of more than 900 replies was counted. The live answers numbered 35 per cent, that is, of the total number of prospects addressed more than one-third replied, which result speaks for itself. A number of direct sales were closed and others are in process of negotiation. In towns where the firm had a representative inquiries from there were referred to him.

The firm also advertises in the trade journals. The copy is somewhat similar in tenor to the letters. Each advertisement brings in an average of from ten to fifteen inquiries per month.

THE "WHY" OF THE CAMPAIGN

In discussing the reasons back of his advertising, Mr. Whiteside said:

"The peculiarity of our business is that every installation is different and must be figured and recommended for the particular service conditions. No dealer can stock the apparatus, for some of the heaters are as large as 72 inches diameter by 14 feet long, so he would have neither the space nor the capital. We are unable to stock ahead, because specific orders cannot be anticipated. Furthermore, repeat orders are few for the original system never wears out, so it's one continual campaign for new prospects.

"The policy with many has been to treat the laundryman as one who 'smelt of suds' (as it were), as an uneducated man, an illiterate; but the laundryman of today is one of the most alert, the keenest and best posted of business men and is thoroughly conversant with his vocation.

"Our idea of advertising is to

"I have seen about all the tribes of men, in or out their native jungles, and without any prejudice, I can truthfully say, my own country looks pretty good to me."

WHY NOT BE AMERICAN?

By

CHARLES EDWARD RUSSELL

In Hearst's for October

The mission of Hearst's Magazine is to entertain and enlighten. The world's famous writers, the world's real leaders, the world's great thinkers, unite their efforts towards this end.

Have you seen the current number?

tell exactly what the Kelley system will do for him, because for that reason only he is interested or buys. He doesn't care a hang about our family tree, the color of our hair or the size of our shoes. He doesn't care how we test the machinery, or about the tensile stress, etc., for all such is supposed to be right in a high grade machine, or other product, produced by a high grade company.

"We do not hang crepe on the copy, create 'halos' about it, or make it a maze of mechanical terms. We tell him what it will do for him."

Sunkist Advertising Activities

Some idea of the size and completeness of the California Fruit Exchange advertising may be gained from the amount of materials distributed in response to requests developed by the advertising. The figures are given the latest annual report of the general manager. One hundred and seventy-six thousand, five hundred and ninety-three (176,593) people requested and received orange calendars and 4,329 box display by mail; 15,344 sets of "Sunkist" recipe cards, each set containing 24 illustrated orange or lemon recipes, were sold at cost to women; 100,500 "Sunkist" orange calendars and 4.329 box display racks were sold at cost to the trade; 14,941 retail fruit merchants voluntarily wrote for window display material; 1,795 theater slides, 4,002 electrotypes for retailers' advertisements and 76,000 booklets were ordered by the trade; 375 boys requested plans for building orange juice stands and 75 boys ordered and paid for complete drink stands and equipment; there were more than 1,100 full day showings of the orange film in theaters with an estimated attendance of over 1,000,000 people; as a result of an offer in six magazine advertisements 90,000 requests for samples of "Sunkist" marmalade were received; the advertising department sent out approximately 982,000 pieces of mail matter and distributed nearly 5,000,000 pieces of window display material. The display material, which was lithographed on light cardboard, represented a weight of approximately 175 tons.

Purchasing Agents Elect

At the close of the annual convention of the National Association of Purchasing Agents, recently held at Atlantic City, N. J., it was decided that the next convention should be held at Chicago. The officers elected for the ensuing year are: F. L. Kulow, of the Willard Storage Battery Company, Cleveland, president; W. G. Langford, Westinghouse, Church, Kerr Company, New York, first vice-president; J. W. McQuinston, Santa Fe Railroad Company, Los Angeles, second vice-president; H. O. Miller, American Rolling Mills Company, Middletown, O., third vice-president; J. L. Linsey, Eastern Malleable Iron Company, Naugatuck, Conn., treasurer, and L. F. Boffey, New York, secretary.

What Lancashire Does With German Circulars

Thousands of German circulars are finding their way into Lancashire and also into the waste paper basket. They solicit quotations and orders, and have two curious characteristics: they are in lavish, expensive type and are frequently addressed personally to one member of the firm. They show that Germany is in difficulties regarding raw materials, but business in export goods from Germany is especially asked for. So far in most lines prices are prohibitive, even if the Lancastrian firms were keen on doing business.—London *Times*.

France Planning for Next Year's Buyers' Fair

Another international Buyers' Fair will be held at Lyons, France, during the period, March 1-15, 1920. Plans call for the assembly in sample display of "every commodity known to the world."

Certain industries are striving to take advantage of the opportunities which the fair offers. The American Shoe and Leather Division of the exhibition is pointing out to shoe manufacturers the chance of establishing permanent European outlets for their product through the proper use of the fair.

Three New Accounts of Chambers Agency

The advertising account of the Williams Mill Manufacturing Co., maker of mill machinery, has been obtained by the Chambers Agency, Inc., New Orleans. Orders are going out to southern newspapers and farm journals. This agency has also obtained the advertising account of the East Birmingham Iron Roofing Co., maker of fencing and roofpapers are being used, and the Liberty ing, for which account southern farm Manufacturing Co., maker of electric incubators, which is using poultry journals.

Ad Course at Minneapolis Y. M. C. A.

The Minneapolis Y. M. C. A., opened an evening class in advertising under the direction of J. H. Mitchell, head of the Mitchell Advertising Agency, Inc., Minneapolis, on September 25. The course will cover a period of fifteen weeks.

Argos Agency Formed in New York

The Argos Advertising and Publishing Corporation was recently incorporated in New York, to conduct an advertising agency. The officers of the company are Otto Kafka, president; Charles E. Perkins, vice-president; and general manager; M. E. Hidden, treasurer and Frank Kafka, secretary.

THE ROCKY MOUNTAIN NEWS

Greatest Buying Power in the Mountain States

That's the reputation of The Rocky Mountain News among people who know.

The "Greatest Buying Power" because of the class of people who are its readers.

Its readers are the people who have been, and are, responsible for the progress and prosperity of the Mountain States.

These people are readers of The Rocky Mountain News because it has always been found standing for the best interests in its community, and

Because its advertising columns as well as its editorial have been uniformly clean and untainted, it has the confidence of the real people of Denver and the Mountain States.

The Rocky Mountain News

Largest Morning Circulation in Denver and the Mountain States

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

Rocky Mountain News — Denver Times
Indianapolis Star — Muncie Star — Terre Haute Star
Chicago Evening Post — Louisville Herald

THE ROCKY MOUNTAIN NEWS

Fuller&

Advertisin C



W
WESTINGHOUSE ELECTRIC

& Smith

Cleveland



Besides
Westinghouse
the clients of
Fuller & Smith
are:

The Aluminum Castings Company,
"Lynite" and "Lynux" Castings.

The American Multigraph Sales Co.,
The "Multigraph."

The Austin Company,
Standard and Special Factory-Buildings.

The Beaver Board Companies,
"Beaver Board."

The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.

The Bourne-Fuller Company,
Iron and Steel Jobbers.

Burroughs Adding Machine Company,
Adding, Bookkeeping and Calculating Machines.

The Cleveland and Buffalo Transit Co.,
Lake Steamship Lines.

The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies

The Cleveland Provision Company,
"Wiltshire" Meat Products.

The Craig Tractor Company,
Farm Tractors.

Denby Motor Truck Company,
Motor Trucks.

Field, Richards & Co.
Investment Bankers.

The Glidden Company,
Varnishes and "Jap-a-lac" Household Finishes.

Ivanhoe-Regent Works of General Electric Company,
"Ivanhoe" Metal Reflectors and Illuminating Glassware.

Landon School of Cartooning and Illustrating,
Correspondence School.

National Lamp Works of General Electric Co.,
Mazda Lamps.

R. D. Nuttall Company,
Tractor Gears.

The Outlook Company,
Automobile Accessories.

The Peck, Stow & Wilcox Company,
Pexto Mechanics' Hand Tools; Tinsmiths' Tools and Machines; Builders' Hardware.

Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines, "Gainaday" Electric Cleaners.

H. H. Robertson Company,
Asbestos Protected Metal, Gypsum Roofing, Road Material, etc.

The M. T. Silver Company,
"Silver Style" Women's Suits and Coats.

Hotels Statler Company, Inc.
Operating Hotels Statler, Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania, New York.

J. Stevens Arms Company,
Firearms.

The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles,

The Timken Roller Bearing Company,
Roller Bearings.

University School,
College Preparatory School.

The Upson Nut Company,
Manufacturers of Iron and Steel Products.

The Westcott Motor Car Company,
Passenger Cars.

Willard Storage Battery Company,
Storage Batteries.

News-Times, Jr.

THIS is a sincere little publication issued every month by the South Bend News-Times. It is typical of the service the News-Times is giving advertisers.

Stating the purpose of the junior publication, its editor recently said:

> "There are many ways that the advertiser can be given real, sincere, constructive co-operation in using a newspaper's advertising columns. Each helpful suggestion, every cut presented, each piece of copy written, detailed circulation figures, what the national advertiser is doing, new features planned by the News-Times in its daily and Sunday editions—all of these things in one way or another help the advertiser with his problems. This in brief is the mission of News-Times, Jr."

The News-Times service department will work with you exactly as indicated in the above statement. Ask any questions you desire regarding the Northern Indiana and Southern Michigan market—let us help you. Remember, the News-Times dominates its field—16,000 circulation—morning, evening and Sunday editions.

Let us send you News-Times, Jr.

South Bend News-Times

MORNING EVENING SUNDAY

J. M. STEPHENSON, Publisher

Foreign Representative

CONE, LORENZEN and WOODMAN

Chicago New York Detroit Atlanta Kansas City

How Advertising Was Used in the British Railroad Strike

British Government and Railway Labor Union both Employed Newspaper Space in Appeal to Public Opinion

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

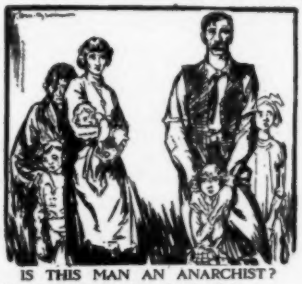
[EDITORIAL NOTE: While Mr. Russell's article was received in New York some time after the settlement of the British railroad strike, it will be of interest because of its advertising bearing.]

I WRITE on the seventh day since any train in Great Britain has run with its usual crew. That is because the National Union of Railwaymen is on strike. About two per cent of the normal service is working, according to Government statements. The men say that this figure is only obtained by counting each train several times over. The Government makes statements, because the railroads are still under Government control under the Defense of the Realm Act—the hated "Dora" of the war. All the facts illustrate the inconvenience of national railroads (for they *are* national just now).

A magnificent road service to carry food to all centres has been organized by the Government—motor lorries, war-office trucks, everything that will go on wheels: and 25,000 volunteer drivers had offered their services within twelve hours of the strike. Although there is a little inconvenience, there is no shortage of food, yet; and the mails, while somewhat slow; are coming in. As about thirty per cent of London comes to work from the suburbs in trains, the street cars and omnibuses are badly crowded, many people travel in taxis which pick up all they can carry, passengers sharing the fare (usually at about 50 per cent above the legal tariff); anyone who has a motor-car and isn't a hog packs it to the limit with casual travellers; many delivery vans obligingly help; and the omnibus, street-car and taxi men are sitting in Council to consider whether they won't strike too, to help the railroad men's cause.

You have learned by cable whether they decide to do so or not; and very likely this letter will take several days to reach the steamer.

But it is worth while to write it, because of a feature in the battle which will not be fully treated by



IS THIS MAN AN ANARCHIST?
He wants a wage to keep his family!
You want such a wage.
ARE YOU AN "ANARCHIST"?
Perhaps at present you have got such a wage.
IF SO, HELP THIS MAN TO KEEP HIS.
For if he loses his it will be your turn next.
IF YOU THEN PROTEST YOU WILL BE ANOTHER "ANARCHIST"

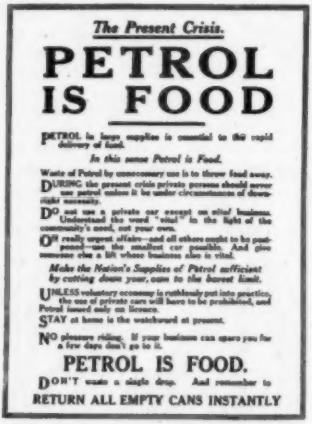
THE STRIKING ADVERTISING FOR THE LABORER'S SIDE

the news agencies. This is the very remarkable use of newspaper advertising by both sides in the dispute.

It might be thought that advertising was not needed in a purely domestic trouble like this. The only people really involved are the Government and the leaders of the men; not more than a couple of dozen individuals in all, because the men are practically solid behind their leaders and only a small section of the cabinet is departmentally concerned.

But there are two reasons why advertising is needed by both sides.

The first is that the strongest weapon in the strikers' hands is their power to inflict loss and suffering upon people who have done nothing to produce the trouble—upon all the people in fact; and the second is that men in a great number of other labor unions are restless and disposed to strike in aid of the railwaymen. By striking they will increase public suffering and will inevitably cause the death of infants and sick persons deprived of food or other succor.


The Present Crisis.

PETROL IS FOOD

PETROL in large supplies is essential to the rapid delivery of food.

In this sense Petrol is Food.

Waste of Petrol by unnecessary use is to throw food away.

DURING the present crisis private persons should never use petrol unless it be under circumstances of absolute necessity.

DO not use a private car except on vital business. Understand the word "vital" in the light of the community's need, not your own.

OF really urgent affairs—and all others ought to be postponed—use the smallest car possible. And give someone else a lift whose business also is vital.

Make the Nation's Supplies of Petrol sufficient by cutting down your, ours to the barest limit.

UNLESS voluntary economy is ruthlessly put into practice, the use of private cars will have to be prohibited, and Petrol issued only on licence.

STAY at home is the watchword at present.

NO pleasure riding. If your business can spare you for a few days don't go to it.

PETROL IS FOOD.

DON'T waste a single drop. And remember to

RETURN ALL EMPTY CANS INSTANTLY

A "SIDE LINE" IN ADVERTISING THAT THE STRIKE PRODUCED

I am not concerned with the merits of the dispute. The men are claiming a concession in wages all round, which has been already conceded to one section of railroad labor—the men on the locomotives; and if it is just to make the concession to a higly-paid grade, there is some difficulty in understanding why it should be withheld from others. On the other hand, reduction in pay, against which the men are striking, could not possibly begin before the first of the New Year and the only object in striking at a day's notice is to cause a maximum of public suffering. The new minister of transport, Sir Eric Geddes, was a railroad manager before he entered the administration; he is excessively abhorred by the men's leaders and is credited with inspiring the Prime Minister's decision not to negotiate further until the men return to work. Employers always say this in a strike; and they always have to give way. The salient fact against the men, and one which makes advertising important, is that they undoubtedly aim to put pressure on the Government through the injury which they can inflict on the public, and through the fear of an all-round strike by other unions. It is to the credit of the labor paper, *Daily Herald*, that it has not urged this, though it has reported more copiously than other papers the speeches of firebrands who advocate it. Mr. Lloyd George has embittered the dispute by talking about an anarchist and bolshevik conspiracy. There is no such conspiracy in the natural meaning of the term and no one thinks there is.

BIG ADVERTISEMENTS USED

The men advertise to rebut this and other allegations. They are using very big space. *The Times* contained yesterday a full page (£300) from the Union and another from the Government. Other papers contain pages and half pages. There must be a pretty big advertising bill run up. This morning each side has half a page, the two announcements showing a page. The men and the Government are each spending something like $7,500 a day, at the old value of the £ sterling.

The copy for yesterday's full page union advertisement runs thus:

THE PUBLIC AND THE RAILWAYMEN

Don't blame the Railwaymen for the strike, blame the Government that forced the strike upon them!

Railwaymen showed they were public spirited by postponing their National programme for better wages and conditions when the War began.

The Prime Minister said there must be "A land fit for heroes to live in"!

Does he make "the land fit for heroes" by forcing down Railwaymen's wages?

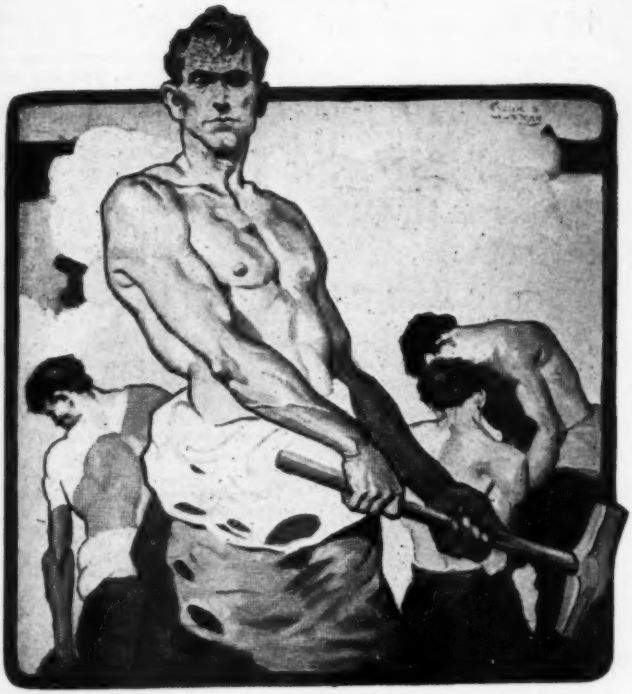
If the Government set the example every private employer will follow suit.

Your wages will be reduced next.

Is this the way to increase production?

You know the scandal of profiteering.

Brow-beating the poorest workers is worse than a scandal.



Brute=Power

IT'S the tremendous, persistent hammering of one Dominant Idea that welds *sales*. It is our firm conviction that every advertising campaign should be born of a Dominant Idea *that fairly writes itself* into vivid advertising—*translates itself* into hundred-point salesmanship.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."

McJUNKIN ADVERTISING COMPANY
CHICAGO 55 S. WABASH AVE.
NEW YORK · 450 FOURTH AVE.
CLEVELAND NEWS LEADER BLDG.

It is a crime!
Insist on fair and equal treatment for all!
Issued by the

NATIONAL UNION OF RAILWAYMEN
Unity House, Euston Road,
London, N. W. 1

The Government's copy follows:

WHY DID THE RAILWAYMEN STRIKE?

THE GOVERNMENT PROMISED

No reduction in War Wage except under sliding scale based on the cost of living or settled by any other way that might be arranged between the Government and the Railwaymen.

NO REDUCTION AT ALL

(a) before December 31st, 1919;
(b) even after that date, unless the cost of living falls to 110 per cent. above the pre-war level and remains below that figure for 3 months;
(c) no reduction at any time below a figure which will on the average give every grade twice as much as it got before the war, even when the cost of living gets back to pre-war prices.

You can take your choice. The Government hopes by its announcements, and particularly by a new one this morning, to produce a revolt against the labour leaders:—

The Railway Strike

Two Declarations by the Prime Minister:

1. *To Railwaymen*

In a telegram,

"Reference your telegram this morning, you can certainly assure Railwaymen in your district that wages will not be reduced before end of March. This promise was already indicated in the Government's offer to Railway Executive.

"D. Lloyd George."

2. *To all Workers*

"The Government is NOT fighting Trade Unionism. Trade Unionism is a recognized factor in the industrial life of the country. What the Government is fighting for is to prevent the Extremists of any industrial body from attempting to gain their ends by attacking the life of the community, and so bringing untold misery upon thousands of innocent people.

D. Lloyd George"

This is not likelv to succeed. The socialist *Daily Herald*—which is very amusingly and competently edited—has the brutality to run a daily feature of contradictory allegations by what it calls the capitalist press and even to choose these from the same issue of the same paper each time. Thus, the other day it had two half stickfuls from *Evening News*, one of which said that the men didn't really want to strike, if only their leaders did not inflame them and make them do it; and the other said (what was, at the beginning, nearer the truth) that the leaders were not in favor of a strike at this time, but had their hands forced bv the men.

But the handling of the situation by both sides is a great evidence of the growing repute of advertising, of and a well-founded belief that there is hardly anything on earth that advertising will not do. Incidentally, it is, in particular, a tribute to the influence of the press. Another example of this latter indication, and of the real solidarity of Labor, was furnished by a little fuss in a London newspaper office, where the compositors stopped work for two hours, claiming that the news editor was not giving the facts favorable to strikers. A leading printer at *Daily Mail*—we picturesquely call a printers' spokesman in this country "the Father of the Chapel"—wrote to the proprietor in the same sense. Lord Northcliffe tartly replied that he had never let the Government interfere with his papers and he wasn't going to allow his own workmen to do so; he would close down the works and stop publication altogether first. And what was more, he was going to print both letters.

Besides the directly polemic advertising which I have just quoted, guidance is being given to the people by official advertisements on such subjects as the importance of conserving gasoline, here called "petrol." Most of the food trucks are run on gasoline. People are urged to abstain from joy-riding, so that there may be plenty of petrol to haul food. The gas companies are being permitted to supply a lower grade than usual of gas, materials for purifying it being held up. They are using 40-inch space in numerous daily papers, telling how to deal with the troubles created by the impure gas. As the late Shakespeare nearly said, "Sweet are the uses of advertisement." Advertising is playing a big part here to-day and a beneficent one.

Foldwell Protects



Direct Advertising

YOU can get genuine Foldwell, the coated paper guaranteed to fold without breaking, from any of the following houses:

Lasher & Lathrop, Inc.,
29-33 Lafayette St.,
New York City.

Whitehead & Alliger Co.,
8 Thomas Street,
New York City.

John Carter & Company, Inc.,
100 Federal Street,
Boston, Mass.

Western Penn. Paper Co.,
Pittsburgh, Pa.

D. L. Ward & Company,
28 S. Sixth Street,
Philadelphia, Pa.

Phelps & Lasher,
Bridgeport, Conn.

McClellan Paper Co.,
700 S. Fourth Street,
Minneapolis, Minn.

McClellan Paper Co.,
Duluth, Minn.

Acme Paper Co.,
115 S. Eighth Street,
St. Louis, Mo.

Carpenter Paper Co.,
106 Seventh St. Viaduct,
Des Moines, Iowa.

Cincinnati Cordage & Paper Co.
Cincinnati, Ohio.

Carpenter Paper Company,
Ninth and Harney Streets,
Omaha, Nebraska.

Kansas City Paper House,
Kansas City, Mo.

Carpenter Paper Company,
143 State Street,
Salt Lake City, Utah.

Commerce Paper Company,
Toledo, Ohio.

Commerce Paper Company,
Columbus, Ohio.

St. Paul Paper Company,
St. Paul, Minn.

Allman-Christiansen Paper Co.
131 Michigan Street,
Milwaukee, Wis.

Cincinnati Cordage & Paper Co.
535 E. Third Street,
Dayton, Ohio.

John Martin Paper Co., Ltd.,
Winnipeg and Calgary,
Canada.

Chope-Stevens Paper Co.,
Detroit, Mich.

Blake, Moffitt & Towne,
242 S. Los Angeles Street,
Los Angeles, Calif.

Blake, Moffitt & Towne,
45 First Street,
San Francisco, Calif.

Blake, McFall Company,
Portland, Ore.

American Paper Company,
Seattle, Wash.

Spokane Paper & Stationery Co.
Spokane, Wash.

Tacoma Paper & Stationery Co.
Tacoma, Wash.

Write for "Paper as a Factor in Modern Merchandising," an interesting book sent for the asking.

THE CHICAGO PAPER CO.
849 SOUTH WELLS STREET CHICAGO, ILLINOIS

Foldwell
TRADE MARK

He does not know who his own dealers are—
He does not know who are the *right dealers* out of the entire United States for his proposition—

He does not have Confidential Reports on his own or his competitors' dealers—

He does not put complete advance Town Reports in the hands of his roadmen, because he does not have such reports—

He must use broadside instead of rifle-fire tactics, aimed at the dealer-*mass* instead of the predetermined *individual*.

Read his criticism of these three statements

"Responding to Yours of the 20th

relative to the Sept. 25th ad in 'Printers' Ink'—'A Military Paradox': In the ad referred to there are three statements, which if read by a sales-manager of an automobile concern might 'raise his hair,' viz.: (*see above.*)

"The sales-manager-reader would not stop to analyze what you mean (and would not write to inquire what you mean), but would draw his conclusion from the statements as they appear in print.

The SERVICE CORPORATION
AUTOMOTIVE SALES DEVELOPMENT

"Most Automotive Sales-Managers, When They Talk

of 'our dealers' mean the dealers with whom the factory has direct contracts—such as distributors and direct dealers—and of course a sales-manager would very properly assert that he *does* know who those people are.

"*I think, too,* that many sales-managers would assert (and really believe) that they *do* know 'who are the right dealers of the entire United States.' I think most sales-managers would insist that they do know this much, even though in the same breath they might be willing to admit that, owing to various reasons beyond their control, they have not always secured the right dealers in every place.

"*It is probable, too,* in my estimation, that most sales-managers will assert that they *do* 'have confidential reports' on their own dealers—meaning, of course, the dealers with whom they have direct contracts.

"*The point I want* to make is similar to the one that frequently causes confusion, both in conversation as well as in letter writing, viz.: that what one man is thinking about and talking about is not identically the same as what the other man is thinking about and talking about, even though the verbiage used may be identical, or at least certain nouns may be identical.

"*Of course, I know* perfectly well what you mean in this ad—you mean that the sales-manager does not have complete information about his entire dealer-body—and you doubtless especially mean that the sales-managers have little or no knowledge, as a general rule, about the dealers secured and appointed by distributors and other dealers who have the right to appoint sub-dealers.

"*It may seem to* you that this is a distinction without a difference—but I imagine that if the difference were made more plain, the sales-manager-reader of this ad would be much more inclined to mentally assent to the correctness of the statements in the ad, and it would be more desirable from our point of view to get him in this frame of mind than in a frame of mind of negation at the outset."

We value inquiries as much as we do criticisms!

~ TROY ~ NEW YORK ⊠ DETROIT MICHIGAN



For the Convenience of National Advertisers

In keeping with Atlantic City's wonderful growth as "The Nation's Playground," and constantly increasing world-wide importance as the greatest of all-year-round seaside resorts, and for the accommodation of our subsequently rapidly multiplying clientele, we have established Boardwalk headquarters. This additional office will be devoted exclusively to our Sales Department, independent of the Operating Branch we have maintained for years at Atlantic City.

As we are opening this office for the convenience of the advertising trade, we have secured the most central location on the Boardwalk—Riddle Bldg., between Pennsylvania and North Carolina avenues, opposite Steeplechase Pier and in close proximity to the Strand and Chalfonte hotels.

We will be glad to meet you or your representatives at our Boardwalk address at any time and furnish full Boardwalk advertising information "on the spot."

The R.C. Maxwell Co. Trenton N.J.

Armour Teaches Farmers the Meat Business

Advertising Urges More Extended Markets on Producers, as a Means to Improving Unstable Conditions

FOR one national advertiser, famous in part by reason of its advertising, to urge other large interests, in page messages published in some twenty leading publications, to become national advertisers, is rather a novel thing to do. Armour and Company did that very thing recently. Obviously the page advertisements added considerably to the prestige of advertising, but that was only an incidental result. Armour set out to do very definite things. In the story is revealed again the fact that the underlying structure of an advertisement may be as elaborate, in a wide variety of ways, as a short story plot, and susceptible of equally clever and effective subtleties.

The advertisement was headed, "Beef Boycott Fatal to Producers," and appeared over the Armour name-plate. Though one link in the company's institutional advertising, in the division appealing specifically to farmers, it differed radically from most of the other advertisements.

The average institutional advertisements of the Chicago packers, broadly designed to overcome prejudices, is a recital of facts about the packing business. Armour digs down deep in the well-conceived campaign written especially for farmers. There is no question whatever that this advertising gets read and read well. It is certain that from it many sensible, fair-minded farmers are learning for the first time various basic principles in the meat business, some of which are the farmer's best guarantee of a fair deal.

Nevertheless, the advertisement, "Beef Boycott Fatal to Producers," set a high level of achievement mainly because, in showing farmers some fundamental facts Armour wished them to realize, it adopted a particularly effective angle.

After reciting that American beef, pork and mutton producers should be vitally interested in the consumption of meats; that biased efforts had been made to convince the public that it was paying too much for meat, resulting in a reduced demand amounting, in some places, almost to a boycott; that the truth, on the contrary, was that meat was relatively cheap, not having advanced as rapidly as grains, cereals, fruits, vegetables, sugar, milk and eggs — the advertisement declared:

"The meat producer is the chief loser as a result of this mistaken agitation. *And, the meat producer is the one who can best remedy the situation.*

"Producers should fight fire with fire. The best weapon you can use is some form of National Advertising. Combat the propaganda against meat eating. Help to preserve the markets you have. *Help yourself to better conditions by extending your markets.* Remember there is no longer any military need for conserving meat.

"Armour and Company — in addition to extensive individual efforts in this direction — stand ready to help you in every way possible.

"*Other Producers do it.*

"Other producers of foods have already met with success in stimulating a demand for their products. The fruit growers of California pointed the way. They have turned a very uncertain market into a constantly profitable one. Dairymen are advertising nationally to increase the consumption of milk and ice cream. Rice growers in Louisiana; apple growers in Washington State; citrus fruit growers of Florida — all have put their business on a sounder footing with steadier profits by concerted national advertising.

"*Yet, meat producers, even in the face of anti-meat-eating agitation, have undertaken no nation-wide campaign to protect their interests.*"

This led up naturally to the statement that every line of Armour's



McCALL STREET

A House Every 25 Feet on Both Sides of the Street from Boston to San Diego

IF all the homes in which McCall's Magazine circulates were on a single street, it would be longer than any street in the world.

We like to think of McCall Street—to conceive of the readers of McCall's as neighbors.

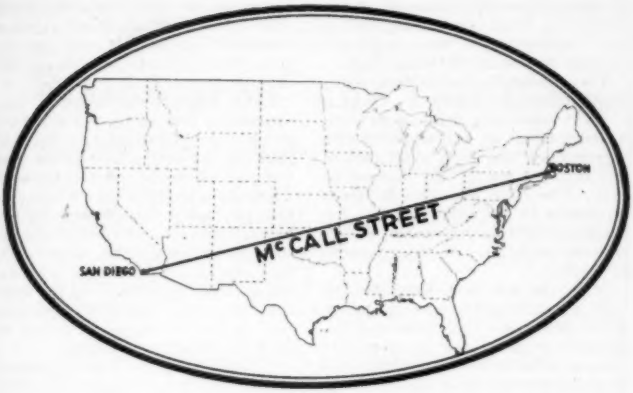
Of course, not many of the families who take McCall's live on 25-foot lots. That part of our picture was caused by the Atlantic Ocean stopping our street at one end, and the Pacific at the other.

McCall Street has some families who live in apartments in the great metropolitan cities; some in beautiful, wide-lawned homes in the

McCALL'S MAGAZINE

smaller towns; some whose wide acres of farm or ranch land would hold a thousand 25-foot lots.

McCall's is one of the oldest and most solidly established magazines in America. Its



You know how hard it is to think of a million or more. Here is an easy way. If the 1,500,000 families who subscribe for McCall's lived on a single street, with a house every 25 feet, the homes would line both sides of a roadway from Boston to San Diego.

circulation represents only actual growth and development. For fifty years the name McCall has meant authority in women's fashions—three generations of American women living on McCall Street have made their clothes by McCall Patterns, and looked to McCall's Magazine for styles. There are over a million and a quarter families living on McCall Street today, entertained by the fiction that McCall's brings them, helped by its varied household articles, enlightened by its "how articles" that really tell how, and in full sympathy with the entire editorial contents of the magazine.

McCALL'S
MAGAZINE

Come and live on McCall Street
Buy a copy at the nearest newsstand today. Price, 10c

THE McCALL COMPANY

236-250 West 37th Street - - New York City

CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO

national advertising was of direct benefit to meat producers, and a brief description of the company's various lines of advertising effort.

Then came the concluding paragraph, forcefully put.

"But something more is needed. A direct effort by the organizations representing the meat producers of this country would aid immeasurably. The time has come for meat producers to help themselves. Armour and Company offer their wholehearted assistance in any reasonable effort."

It is worth noting, that even as this advertisement was in print, meat producers had launched cooperative advertising to stimulate consumption of beef and lamb, both of which meats were in plentiful supply. Before launching this campaign, representatives of the producers met in Chicago to consider ways and means to make better markets for their live animals. They conferred with many of the meat packers, and as a result of the conference, it was decided to inaugurate a campaign of advertising to stimulate the consumption of the two meats mentioned above, both of which were plentiful and the prices of which were reasonable, despite the contrary statements of agitators.

As was suggested in the opening of this article, the planning of an advertisement may be as subtle as the plotting of a short story. Either an advertisement or a short story may be regarded as a problem or a product. The first-class short story is a problem which the author has worked out well. Concerning that working out he can tell very interesting things.

MARKET MUST BE ASSURED AND STEADY

And similarly, oftentimes, with an advertisement. If some of the farmer-readers of the Beef Boycott advertisements should read what R. D. MacManus, of Armour and Company, told PRINTERS' INK about it, they would be amazed, for Mr. MacManus says very little about co-operative producers' advertising.

"This particular advertisement," explained Mr. MacManus, "had two purposes. First of all, it was designed to show the producers the close relation which exists between consumer-demand for meat and the price which we are able to pay for the live animals.

"We have found through long experience that many producers fail to take into consideration the fact that the marketing transaction does not end when the animals are sold. They seem to think that the packer can pay what he chooses for live animals and charge what he chooses for the dressed meat, whereas, in fact, due to the perishable nature of the product and the need for keeping his factory constantly operating the packer is compelled to sell his meat for what it will bring.

"When people set out to boycott meat, it means a clogging up of the market and difficulty in disposing of meat and frequently lower prices. These lower prices are instantly reflected in the prices paid at the stock yards, and therefore the producer is tremendously concerned in the state of the market for fresh meat. We sought in our advertisement to make this apparent to him, and to encourage him to adopt measures designed to stimulate the demand for his product.

"Our second purpose had to do with the agitation against the packers. Some who pretend to be friends of the producers were and are largely responsible for the agitation against the packers — agitation which in turn was responsible for what threatened to be a boycott against beef. These pretended friends of the producers therefore were really bringing about a condition which hurt the producers as much as it did the packers, if not more so, and we decided to make apparent to the producers the fact that they were being used to hurt their own interests."

The advertisement is thus seen as attacking one of Armour and Company's biggest problems in dealing with producers — the popular misconception met everywhere in Western live stock districts that the packers can pay what they want to for live animals and charge what fancy dictates for the dressed meat. A fallacy more destructive to harmony and good will could hardly be imagined. Thinking the packer can pay for live animals what he

Washington—the Test City

There is no more logical point in all the United States for the launching of a national campaign of advertising than in Washington, D. C.—for two reasons:

First—Washington's population is distinctly cosmopolitan, and because it is, exercises a decided influence in every section of the country—that "personal" influence which is the dominating factor in successful introduction.

Second — You can reach everybody worth while through the circulation and influence of the Washington Star—ONE MEDIUM ONLY IS NECESSARY HERE. The cost is moderate and the results reliable.

The Statistical Department will furnish any data you may want upon local conditions; and the Promotion Department will lend its co-operation in every legitimate way.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

wishes, the deluded producer naturally blames the packer when he loses money. If he had his economics straight, he would naturally look to personal errors of farm management, or an unfavorable relation between production and consumption, for the cause. It is one important function of the Armour advertising to set the farmer straight in his economics.

The advertisement in which a national advertiser urges farmers to advertise does this, and therein is its significance.

Armour and Company maintain a farm bureau, providing farmers with expert free service, which is an aid in constructive institutional advertisements. "Help Us To Pay You More For Livestock — Raise Better Quality," one recent advertisement was headed. It talked sensibly of fundamentals in the livestock industry, and urged farmers to use the Armour Farm Bureau to make better profits.

France Taking Steps to Advance Its Foreign Trade

THE plans for the organization of capital in Great Britain, the United States, and Germany, have shown France that it must immediately organize its capital.

The French plans take the form of the "Banque Nationale Française du Commerce Exteriour," or French National Bank for Foreign Trade. The nature of the bank has been agreed upon, and a bill is before the French Parliament, favored by the Clemenceau government, which is intended to confirm and ratify the agreement arrived at with the founders of the new bank by the French minister of finance and the minister of commerce.

The services the bank will render to French trade are to be of two kinds: In France itself the bank will mobilize all long-term credits that French export houses are obliged to grant to foreign buyers of French goods. In its foreign branches the bank's agents and correspondents will keep themselves well informed as to the commercial standing and credit of local firms. At the same time they will collect moneys and undertake the reception and dispatch of goods to or from France.

The bank will be formed through advances of money made by the Government, which advances are to be returned to the state treasury when the special reserve fund exceeds 25,000,000 francs. The capital of the bank, 100,000,000 francs with the power to increase the amount to 200,000,000 francs, has been underwritten by syndicates of French export merchants, manufacturers, and banks.

The present bill proposes that 30 per cent of the net profits after the shareholders shall have received a cumulative dividend of 6 per cent will go to the Government. After the 25,000,000 francs advanced by the Government shall have been repaid, the state's profits are to be reduced to 20 per cent.

Through the appointment of two official actuaries the French government is to have a controlling voice in the management of the bank. The two official actuaries are to check accounts and books and participate in the proceedings of all board meetings.

Germany Forces Its Advertising On the Danes

When the Danish Industrial Fair was planned, it was decided that it should be held at Fredericia, and that it should be just as the name implied, a Danish Exposition. All foreign goods and all foreign advertisements were excluded. Germany was made aware of this desire, but nevertheless paid no attention to the request of Denmark, a request which all other nations faithfully respected. The Germans erected, close to the entrance of the fair a number of advertisement boards, and a German bureau of information, which had on hand all necessary facts about German trade to beguile the Danish visitors to the fair, was placed outside the fair.

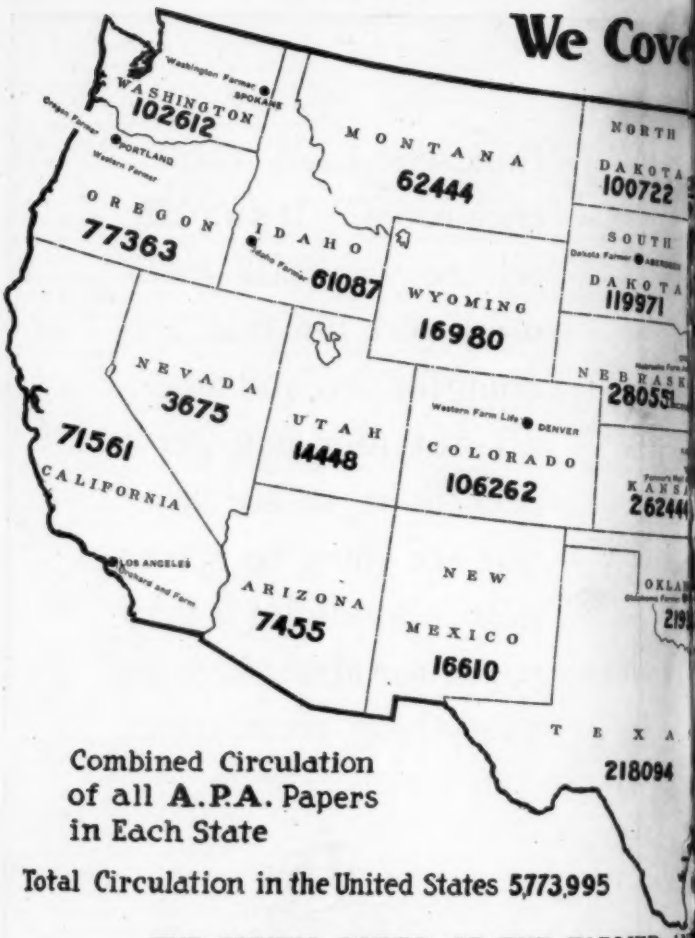
Kansas Retail Grocers Plan Campaign

The State Retailer Grocers' Association of Kansas is planning an association advertising campaign in an effort to get before the people facts and figures regarding grocers' profits. The idea is to combat charges of profiteering that have been made so widely. The plan includes the printing of about 300,000 twelve-page pamphlets and sending one to each and every family in the state. If the 5,000 retail grocers of Kansas will stand for the additional expense the pamphlet will be followed up by a couple of others.

Bundscho has a "conference room." It's a place where you talk over work with him that he is doing for you, and where no outsider can get a peek at it, to see what you are going to spring next. Bundscho is very particular about keeping everything confidential.



J. M. BUNDSCHO, *Advertising Typographer*
58 East Washington Street
CHICAGO



THE BUYING POWER OF THE FARMER AN

SUCCESSFUL DISTRIBUTION is every manufacturer's and merchant's BIGGEST PROBLEM. Visualize the buying power of

SEVEN MILLION FARM FAMILIES

and FOUR MILLION others who draw part of their incomes from farms.

Reaching this market should be a matter of FIRST CONSIDERATION to every advertiser and not a question to be considered after general magazines and daily newspapers—largely city circulation—have been provided for. These are all good, but to reach the farmer successfully there is but one way—use Farm Papers. A careful analysis will demonstrate that the actual purchase of products in general use justifies the spending of at least HALF OF ANY ADVERTISING APPROPRIATION in Farm Papers instead of the SIXTH that is being used now.

Perhaps it is natural that most men who control advertising agencies or distribute appropriations should think first of the daily papers and magazines which they

You will be interested in some of our literature

AGRICULTURAL PUBLISHERS ASSOCIATION
FARM PAPERS
"BEST TO USE THE BEST"

AGRICULTURAL PUBLISHERS ASSOCI

America Like a Blanket



THE SELLING POWER OF THE FARM PAPER

themselves read, but an amazing volume of business is going to come to the man or the institution who recognizes the true value of **THE FARM PAPER AS AN ADVERTISING MEDIUM.**

Invariably patriotic in spirit, healthy and helpful in the atmosphere it creates, it wields a greater influence for good over the lives of its subscribers than would be possible for any publication to have over an equal number of people who live in the cities. Its subscribers FARM by it; they KEEP HOUSE by it; they DRESS themselves and their children by it, and they BUY the thousand and one things that are necessary for the running of every department of the farm.

That is why the small town merchant everywhere so much appreciates the co-operation that is represented by the advertising published in FARM PAPERS. Get acquainted with the possibilities of FARM PAPER ADVERTISING. IT PRODUCES RESULTS and reveals as no other medium does

The Buying Power of the Farmer and the Selling Power of the Farm Paper

IT IS "SAFEST TO USE THE BEST." Want it?

FRANK B. WHITE, Managing Director
76 West Monroe Street, CHICAGO, ILLINOIS

Philadelphians who like to take their news "straight," neither diluted by prejudice, nor thickened by exaggeration —sooner or later become regular readers of

THE PHILADELPHIA RECORD

"Always Reliable"

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
CHICAGO
People's Gas Bldg.
NEW YORK
Fifth Ave. Bldg.

Why I Am Against a Levy on Capital

Placing a Penalty on Thrift and Industry Would Result in Stagnation and Disaster

By Lord Leverhulme

EDITORIAL NOTE: Lord Leverhulme's message which originally appeared in *The Organiser*, of London, is more than timely. Italy has recently placed a levy on capital; radicals in many countries are playing with the idea. The man who made Sunlight Soap and Port Sunlight famous, and who has won a reputation as one of the most forward looking employers of the age, has here put down some of his conclusions on what a capital levy would mean to his country. His arguments have an international application.

PRIVATE interests in all matters connected with the life and necessities of a nation must always be subordinate to Government policies of national needs and necessities. The prosperity and progress, well-being and happiness of the nation as a whole must be a Government's first consideration. This is no hardship on the individual citizen, and especially is this true in matters of taxation and finance. All classes, including the rich and wealthy individual, would, in a bankrupt, impoverished State, find security gone, business hazardous and difficult, and life itself deprived of pleasure and solid, satisfactory happiness. Therefore the question of a levy on capital must be considered exclusively from the standpoint of national needs and necessities without any tender consideration for any alleged hardship on the individual.

Now what are the very foundations and keystone of the arch of the bridge that spans the chasm of national ruin and disaster? Are they not honesty and confidence as the foundations, industry and thrift as the keystone? And obviously every encouragement and stimulus must be given to the practice of the twin virtues of industry and thrift.

A levy on capital would strike at the very root of the practice of these virtues. It would penalise the industrious and thrifty and discourage them. It would penalize the man who had lived an industrious, thrifty life, by fining him for the practice of his virtues. On the other hand, it would encourage the spendthrift and the lazy in the continuance of these vices. The law has hitherto inflicted fines and penalties only where it wants to punish for ill deeds. A levy on capital would inflict fines and penalties for good deeds.

MULCTING THE CAPITALIST

In addition to this, by the ascending scale of fines proposed under a levy on capital, the men who have done most for the country would, by the higher scale of 65 per cent. on two millions sterling and over, have taken from their hands, notwithstanding their proved ability to handle money and to cause money to fructify, the very tools with which they had worked.

If the owner of the two millions sterling were an Ismay—who built up the White Star Line—or a Sir Alfred Jones—who built up the Elder Dempster Line—it would take two-thirds of the ships away from each of them and hand them over to inexpert control. Following on that, what would be most likely to happen would be that in the sale and realization of the two-thirds of these shipping lines so-called "neutral nations"—viz., Dutch or Scandinavians — whose Governments have not yet taken the view that it is a crime to have exercised the virtues of thrift and industry, would be the only possible purchasers of these ships, and they would be sold and transferred to other nations. Pictures and works of art would have to be released, and these would take wings. Shares in public companies under a forced sale would pass into the hands of transatlantic owners, and in twenty

years from now, instead of Great Britain owning her own ships and industries controlled by Britishers who had practised the virtues of thrift and industry in building them up, they would be held and owned by foreigners.

Our Government would be powerless to prevent this. Foreign money would pour into the country to purchase the property at present held by thrifty and industrious Britishers who would have been forced to sell to meet the demands under a levy on capital; and further, under such forced sales the price realized would be less than actual cost, and we should have endowed the foreigner with cheap shipping, factories, and works of art, etc.

This is no alarmist picture, but a mere statement of solid fact, and nothing could prevent this occuring, unless an impression had been created by our Government throughout the world that capital and ownership of property within the British Empire had been rendered insecure and unsafe. This in itself would be such a world-wide disaster that whilst it would prevent Americans, Scandinavians and Dutchmen, and other nations from investing their money in businesses and properties in the United Kingdom, with perhaps the solitary exception of shipping and works of art, which they could immediately remove to safe anchorage within their own harbors and art galleries, it would have such a disastrous effect on British trade and commerce that Great Britain would sink to the level of a decadent nation in less than a century.

THE NEED FOR WORK

There is only one way in which we can pay for the war, and that is by hard work, and increasing our power of production, by every citizen of the country, from plough boy to Duke, bending his whole efforts to the task of creating wealth in ever-increasing abundance. In this we are stimulated by the inspiring example given us by our King and Queen in their untiring devotion to the performance of public duty for the welfare of the nation and the Empire and happiness and prosperity of their people. The one implement that is essential to this production more than any other is capital. By means of capital and encouraging a feeling of confidence in capital, mills, factories,—machinery will spring up finding employment for our workpeople, producing out of the raw materials from our over-seas Empire manufactured articles which would be eagerly sought for at profitable prices by all the neutral nations in the world. Great Britain has prospered in the last century because there has been a feeling amongst all nations of the world, that capital was more secure within the British Empire than elsewhere. Any undermining of this confidence would produce disaster.

The known and proven wealth of the British Empire is more than 100 times greater than at the end of the Napoleonic Wars. At the end of the Napoleonic Wars our war indebtedness was some seven to eight hundred millions. At the end of the Great War our indebtedness will be some ten times as much—namely, from six to seven thousand millions—but seeing that the proven wealth of the British Empire is one hundred-fold what it was, and that science has placed at our disposal better means for winning that wealth for the service of man, the only requisite being capital for exploitation and development, it is obvious that, really drawn to relative proportions, our seven thousand millions today compared with our seven hundred millions of a century ago is as seventy millions is to seven hundred, and not as seven thousand millions is to seven hundred.

THE THRIFTLESS AND THE THRIFTY

It is a solid fact, that the thriftless and the incompetent who are unable to accumulate money, either from inability, inefficiency, or the preference for spending, are entirely dependent and are continually leaning upon the efficient, the industrious and the thrifty. It is the latter who have made the British Empire what she is today.

They have been the keystone of the arch in building up the Empire. The foundations of the arch are

What the Big Family means to the Advertiser



There are 5-plus persons in the average Youth's Companion family

5+ hungry mouths to feed
5+ bodies to clothe
10+ feet to shoe
100+ other needs and luxuries such as you manufacture

THE YOUTH'S COMPANION, *For All the Family*
BOSTON, MASSACHUSETTS

New York Office: 1701 Flatiron Bldg. *Chicago Office:* 122 So. Michigan Blvd.

Your product is not finished until sold

When you say "sold," you, as an experienced business man, mean more than the simple exchange of your product for your customer's money. You mean "keeping him sold"—which is to say that the excellence of your product, the policies, traditions and prestige of your institution, combine to make your customer a satisfied user and an enthusiastic propagandist for your goods.

It is the function of Critchfield & Company to help you finish your product in this sense—to sell it and *keep it sold.*

We offer you the specialized experience and ability gained

through 27 years in the handling of that proven tool, advertising.

We offer you skill, judgment and efficiency within our own province, on a par with the manufacturing skill, judgment and efficiency of the men of your own organization whom you value most highly.

It is not our business to tell you how to manufacture. That is your job. Ours is to co-operate with you in the expanding of your market and keeping your product sold.

Many of America's most successful advertisers will be glad to tell you of the success of our work along these lines.

Critchfield
& COMPANY

CHICAGO · DETROIT · NEW YORK · MINNEAPOLIS

honesty and confidence. To either drive out the keystone or to weaken the foundations would be madness and would bring down the bridge that should enable us to span the chasm caused by the Great War, and which would provide a road to safely carry us over to reap the harvest of our war victory in national prosperity and well-being.

In the meantime, until our war indebtedness is repaid we are exactly in the same position as a young man with a mortgage on his house. No amount of re-arrangement of the furniture inside the house will help to pay off the mortgage. The young man must buckle to and by hard work, industry, and thrift gradually pay off his mortgage. And this is the only course we can take as a nation.

Need of Justice in Industry Must Be Realized

"THE imperative necessity is a fuller co-operation to bring about greater production at less cost, without sacrifice of the earnings of either money or labor and with a just division of those earnings. Such co-operation must look to other things than mere increase in the wages of labor or the dividends of invested money. It must look to increased business, better working conditions, greater opportunity and reward for individual initiative, and, in short, all the factors that go to make success. Neither wages nor profits can thrive upon failure; and failure must be the portion of any plan which gives control of industry to any class which proposes to exercise that control only to win increased profit for itself.

"There should be no fear in the mind of either employer or employee of a democratized industry on such a basis of just co-operation having in view a greater success in industrial effort. It is the middle ground, which once taken and securely held will avoid the obvious dangers of both extremes. We have been taught to believe in the safety of that middle ground in all our political thinking by more than a century's experience with a representative democracy in government.

"Co-operative control in industry is not the first step towards either nationalization or class control. It is the recognition of the very principle which has made our government not alone great but responsible to popular will in a way that protects the interests of all. There is danger in refusing to act upon this principle now that the time is here, not merely to 'do something' for labor, not merely to be 'good' to labor, but to be exactly just to labor, and not just to labor only but to every factor necessary to bring successful production in industry. All this may be difficult to accomplish, but the difficulty only increases the importance of attempting it. Harder problems have been solved on American soil since the fathers first held aloft the flaming torches of liberty and democracy for all the world to see."—A. Mitchell Palmer, Attorney General of the United States, addressing the American Bankers' Association.

Columbia University to Give Course on Strikes

The labor situation will be dealt with in courses to be given in Columbia University under the guidance of Prof. John J. Coss, an authority on industrial and personal management.

Nearly all the important problems of labor and industry, including factory management, wage payments, working conditions and a history of industrial controversies and their adjustment will be treated in the courses. The present labor unrest, strikes and lockouts will be discussed and the students will visit factories around New York. Use will be made of awards, agreements, and transcripts of hearings in labor disputes.

Dr. Coss recently returned to New York from Toronto where he had been holding classes for the heads of important Canadian industries.

Manufacturers to Exhibit in Buenos Aires

An exposition of manufactured products of the United States will be held in Buenos Aires, Argentina, April, 1920, according to the manager of American National Expositions, Inc., New York. Between 400 and 500 American manufacturers will be represented, it is reported.

The exposition will continue throughout the month of April. An invitation which has been received from Rio de Janeiro to transfer the exposition to that city after its close at Buenos Aires, is being considered.

With Butter at Seventy-Eight Cents a Pound

There is no question about Detroit's prosperity—that is axiomatic, proverbial. It has made Detroit a leading stronghold for national advertisers.

But the present cost of living makes the choice of medium in Detroit a mighty important item—particularly if you expect a profitable number of honest-to-goodness dollars to come back from your advertising investment. The "buying power" of a medium's clientele is the real measure nowadays.

With butter at seventy-eight cents a pound and upward bound, with rents at an unprecedented height, there is more waste than ever in plain bulk circulation. For the "buying power" of a good many has been severely restricted—they are too deeply absorbed trying to keep on good terms with the landlord, grocer and butcher.

On the other hand, the sections where most folks own their homes, where "buying power" is an established fact, are pretty clearly defined—just as the bonded carrier circulation of The Detroit Free Press is a definite, known, provable quantity—no waste, no duplication—just home-delivered, weather-proof, chock-full of results. The circulation of The Free Press is definite even to the names and addresses of individual subscribers, and coincides with exactness with "Buying Power" sections—a genuine "Result Belt."

The Detroit Free Press

"Advertised by its accomplishments"

DETROIT, MICH.

VERREE & CONKLIN, Inc.
Foreign Representatives
NEW YORK CHICAGO DETROIT

The Mirror of National Activity

Today
the pages of
the Daily Newspapers of Canada

are teeming with the
signs and indications
of Canada's national activity
and amazing progress.
Advertisements re
questions of national
importance, such as
—The Victory Loan 1919
(which will unquestionably react $500,000,000);
—The Navy League;
—"Wets" and "Drys;"
—Opposing political platforms;
—the claims of War Veterans;
—and column after column
of the advertising copy of
manufacturers and merchants
seeking the good will
and orders of the
Canadian people for the
goods they make or sell.

Canada — immensely
rich in those goods and products
which the world needs—
is doing more business per capita

Prepared by Smith, Denne & Moore, Ltd.

The Daily Newspapers of Canada

(buying, selling, importing, exporting)
than any other country,
barring none!
and the Daily Newspapers
of Canada are the
mirror which reflects
this national activity.

When are you planning to
cultivate the Canadian market?
10% of your U. S. appropriation
will do it thoroughly and well.
Ask your Advertising Agency.
Write the papers listed here
for facts—figures—rates and details.

Halifax	58,000	HERALD & MAIL
St. John	61,380	STANDARD TELEGRAPH & TIMES
Quebec	105,000	LE SOLEIL TELEGRAPH
Montreal	715,000	GAZETTE STAR
Ottawa	121,675	CITIZEN JOURNAL DAILIES
London	60,000	ADVERTISER FREE PRESS
Toronto	547,371	GLOBE MAIL & EMPIRE
Winnipeg	250,000	FREE PRESS TRIBUNE
Regina	26,105	LEADER
Saskatoon	23,000	PHOENIX
Calgary	56,302	HERALD
Edmonton	53,794	BULLETIN JOURNAL
Vancouver	120,000	PROVINCE
Victoria	60,000	COLONIST

Advertising Agency, Toronto and Montreal

Charles Everett Johnson Company

ADVERTISING ART SERVICE

STATE-LAKE BUILDING
CHICAGO

GREAT ART is never the product of an institution, but of a *man*. Direct contact between the artist and the client is an essential part of *Charles Everett Johnson* service—because it is an essential part of the best artistic and commercial result.



Postal Zone Law Hobbles Advertising

Fallacious to Contend That Law Applies Only To Advertising Sections

By Senator Arthur Capper

Chairman of the U. S. Senate Committee on Expenditures

IT has been argued that the postal zone increases apply only to the advertising sections of magazines. This is perfectly true as a statement of the mere words of the postal zone law.

It is not true as a statement of facts.

For a periodical or a newspaper is a unit from cover to cover. It is one unit of bulk that is never broken. The argument that the increased postage merely affects advertising is virtually the same as if it were argued that the postal zone legislation had provided that the upper half of a magazine should pay postal zone rates and the lower half flat rates. It would be a mere bookkeeping separation *that would not in the least affect the postage cost to the reader,* for the reader—who is the ultimate consumer—takes the magazine as it comes, and the cost of the magazine is its cost *as a unit,* and its postage cost to him is its entire cost as a unit, no matter how ingeniously or intricately one may subdivide the component parts.

There is one other important factor, also, which I feel many sincere and ordinarily keen-minded citizens have overlooked, and that is, that the magazine and newspaper differ from every other commodity—if you wish to consider newspapers and magazines as merely commodities—in the fact that it is the only "commodity" that is sold to the consumer at less than its actual cost of manufacture!

And a newspaper or magazine is the only "commodity" of which this is true.

Take such a publication as the *Saturday Evening Post,* for example. You cannot buy the blank paper that is used in a single copy at the mill for the price at which the entire copy is sold to you, with the additional expenses added of its printing, illustrations and with the works of the ablest and highest paid writers in its columns! This would not be possible without the advertising pages, as will readily be appreciated. So that the benefit of the less-than-cost-of-manufacturing price of the magazine goes to the reader not only in a pecuniary saving, but in its social, cultural and civic advantages.

EDUCATIONAL FACILITIES MUST BE UNHAMPERED

Should we as patriotic, clear-thinking citizens do anything to make difficult the accessibility of our newspapers and periodicals?

I think not.

I think as a matter of fundamental principles we should not. I am the more confirmed in this view when I see that the United States is one of the greatest reading nations in the world, that it has a national periodical press that has been one of the greatest factors in unifying its idealism from the Atlantic to the Pacific in the greatest emergency our nation ever faced. We have only to think of such countries as China and Russia or a half-dozen other non-periodical and non-newspaper consuming nations to give us food for very serious thought in this matter of legislating repressively against the easy accessibility and wide circulation of one of the greatest educational instruments of modern civilization.

Now as to the advertising and whether it should pay a higher rate than the body of the magazine. I think I have answered half of that question when I point out that the periodical and newspaper is the only product that is

sold for less than its cost of manufacture, and that this fact is made possible by the advertising. Advertising is nothing but a bulletin board—the bulletin board of our economic, wealth-producing, business life.

Advertising is the one great factor in modern wealth production that enables wealth to be distributed almost instantaneously; a generation or so ago the same result could not have been accomplished without years of hand-to-hand selling and expensive, slow, personal salesmanship. You, as a thinking citizen, know what any restriction upon advertising would do to the wealth production of this nation. Congress itself saw this, and when means of war taxation were being carefully discussed and every channel was being developed, it was deliberately decided that the destructive economic effects that would follow the taxation of advertising would be too great and too dangerous to attempt.

The difference between advertising and an ordinary economic commodity is, to my mind, this: that advertising is an idea, the germ of an idea, a thought; it is the economic, generating germ of infinite wealth-producing potential; it is, in itself, not wealth production, but it means the production of wealth by reaching possible consumers who othewise would have been deaf, dumb and blind in their demands upon our national wealth production. What the cultural, educational and stimulative reading pages are to the social and civic factors in our national life, just that is what advertising is to the economic and wealth-producing side of our nation. Both the editorial and the advertising pages are nothing but thoughts; they are the stimulations, the stimulative germs of an enormous creative potential in all channels of our civic and economic life. To me it is unsound policy that would attempt to limit or restrict the circulation of stimulative thought throughout our nation on the ground of postal cost.

Now then as to the allegations of the cost of transmission of this second-class matter through the mails.

The figures upon which the absurd allegations of second-class deficits are made were compiled by the Post Office Department in 1908 and 1909—eleven years ago! So unreliable were they even then that when the U. S. Postal Commission, headed by the Hon. Charles E. Hughes, investigated them two years after their compilation, they were officially discredited as being no indication of what the costs were for the various divisions of second-class matter! Moreover, the Post Office Department since that date has taken pride in stating that it has in enormous and basic ways cheapened the postal cost of second-class matter.

The most unfortunate part of this postal zone legislation is that it is an insidious and dangerous attempt to set back postal history seventy years and re-establish the universally condemned principle of postal cost determining the postal rates. *It abolishes the sound postal principle of equal postage to all parts of our nation.* The rural free delivery—one of the most vital and important postal functions—is conducted at almost a total loss, and if this vicious and unsound cost principle is once established the demoralization of our splendid postal principles is only a matter of logic and time.

Atlanta to Advertise Climate

Atlanta, Ga., is proud of its climate. It intends to advertise the climate in a booklet which will be put forth by the Secretaries Club of Atlanta.

A comprehensive summary of weather conditions during each month and season of the year, and averages covering the entire year, based upon records furnished him by the United States weather bureau will be given.

On the back cover of the booklet will be placed a diagram in the form of a pyramid. The base line of the pyramid will represent sea level and the summit will represent Atlanta with her pinnacle altitude of 1,050 feet. On each of the steps of the pyramid below Atlanta will be placed the name of a prominent American city, with its altitude. Thus will be shown at a glance, in visualized and striking form, using official figures, Atlanta's eminence in comparison with the altitude of the leading cities of the country.

Food Manufacturers

How would you like to have close personal contact with the buyers of supplies for 30,000,000 (thirty million) meals served in *one year* in the restaurants and cafeterias of *one organization?* Involving the serving of enormous quantities of soups, meats, vegetables, puddings, gelatines, cereals, fruits, cheese, coffee, tea, etc.?

Many of these are of course, canned goods.

Complete information as to how to get in touch with the men who do this buying will be furnished by addressing "Association Men," the official magazine of the Y. M. C. A.

Our service to advertisers insures unusual results — Ask about it.

347 Madison Ave.
NEW YORK CITY
NEW YORK

Western Office
19 So. La Salle Street
CHICAGO

Selling Coal in New Castle

When a small town hardware dealer sees a manufacturer's salesman approaching he usually makes mental reflection: "Here's another pest."

Yet the Hardware Dealer through the very nature of his business is essentially the most substantial retail buyer in the country.

When he buys stoves, he buys a line; when he buys ice boxes, he buys a line; when he buys paint, he buys a line; and so on throughout almost his entire stock.

During 15 years of experience in treating with the Hardware Dealer we have apprised a wealth of interesting and highly useful information.

We would like to place it at the disposal of some manufacturer who desires to sell more of his product to this class of retailer.

THE CLIFFORD BLEYER CO.
ADVERTISING
20 EAST JACKSON BOULEVARD
CHICAGO

Why Be Solemn as Owls in Our Copy?

Advertisements for Wearpledge Clothing for Boys Succeed in Putting Over a Selling Argument and Leaving the Reader Smiling

WHEN the Bauman Clothing Corporation, of New York, decided not long ago to advertise Wearpledge clothes for boys, the copy question came up, as it usually does when an extensive advertising campaign is undertaken. Among the requirements was copy that might be used effectively by dealers in their home newspapers—copy that would make mothers anxious to buy Wearpledge clothes for their boys. The unusual fact to be related in connection with this dealer copy is that it was not to any of the copy experts in big cities that its production was assigned.

In a small city in Pennsylvania there is a merchant who sells clothes and who has been accustomed to advertise generously in his local newspapers. He is his own copywriter. Somehow, perhaps merely by chance, his copy had been called to the attention of the advertising manager of the Bauman corporation, who said:

"There's the man to write our dealer copy."

Accordingly, the Pennsylvania merchant was commissioned to do the work, and he has produced a portfolio of dealer ads over which the Bauman people are enthusiastic. Let us see why. A reproduction of one of his pieces of copy will indicate the general character of the others, because it is typical of them all. (See page 94.)

The first impression one gets from this copy is that it is a bit "airy." There is a noticeable lack of the solemn dignity that is usually supposed to be the first requisite of copy that is intended to appeal to women, especially to mothers. Somebody who has investigated the matter says that more than 90 per cent of the clothing that is bought for boys is selected by women. The statement may easily be true. Fathers sometimes go along when clothes are to be bought for the boys, but the mothers generally make the selections.

How is it, then, that a big manfacturer of boys' clothes adopts copy in which there is hardly a hint of seriousness, and finds it to be effective? Perhaps if we analyze the subject we shall find that advertisers and copy writers as a rule have been mistaken in the supposition that women are more sober-minded than men, that advertising in which they are expected to be interested must be matter-of-fact and free from anything suggesting a humorous turn or easy familiarity. There is an absurd tradition that women lack the sense of humor, and it is founded upon the misunderstanding that most men have concerning the meaning of humor. A woman may not be quick to see absurd situations at a baseball game, but that it because women are not likely to be interested in baseball. They have not studied its intricacies. Women may be slow to appreciate the point of a joke. There is a reason for that, aside from the possibility that they may lack the sense of humor. Women are not much given to telling jokes; they are, fortunately, free from the necessity of listening to jokes as men must listen wherever two or three of them get together.

THE NOVELTY OF THIS COPY IS REFRESHING

It is probable, however, that women appreciate genuine humor as readily as men appreciate it and are just as quick as men are to see its fine points. They are not slow to respond to it when it is presented in plays, in books or through other mediums with which they are acquainted. Is it not reasonable, therefore, to suppose that they may like advertising copy in which there is no obvious effort to be solemn or stodgy? Buying clothes is a serious business, but why add

to its seriousness by making your clothing ad as lugubrious as if it were the announcement of a funeral?

Perhaps advertisers are beginning to find out that it is not always necessary or profitable to appeal to women as if they were totally devoid of the sense which might enable them to appreciate a smiling approach. If they are making any progress in such a direction, they may be assured that it will not be necessary for them to hunt through the small cities of Pennsylvania or of any other state for copy writers who can administer the desired lightness of touch. One of the most disheartening things that a copy writer has to encounter, especially if he is writing copy that is to be read by women, is the advertiser's determination that it shall be about as merry as a decision from the Supreme Court of the United States. A certain advertiser whose effort is to sell to women, principally by mail, complained to his agency, a couple of years ago, that it never had supplied him with proper service, as it applied to copy.

"You've had a dozen people, men and women, writing copy for me," he said, "but they've all failed to give me what I want. As you know, I've been writing my own copy for the past year. Still I don't seem to be getting the results I ought to get. There's something wrong somewhere. Now I want you to put the best copy writer you've got on my account, and let's see whether we can't work this thing out."

A man who had proved his ability was assigned to the job. He studied the proposition, and then began the preparation of copy. When it was laid before the advertiser he threw up his hands, and exclaimed:

"This will never do! Look at it. Why, he starts right out by trying to be funny. What does he think this is, a joke shop? I'll not waste my money paying to have that kind of stuff published."

The representative of the agency pleaded with him, pointed out the failure of the solemn and dignified stuff that had been tried, and finally induced him to experiment with the new copy. Its effectiveness began to be apparent almost immediately, and that particular advertiser lost little time in becoming a convert to the theory that seriousness may not always be the basic virtue of advertising copy.

This is not intended to be a plea for humor in copy, for mere playfulness, or for an abandonment of the serious presentation of facts. Some advertising, perhaps most advertising, must be direct and business-like in tone, but it is foolish to suppose that when people read advertisements they always feel as solemn as owls look, and that they will resent it if any effort is made to break through their solemnity. If copy that avoids funeral seriousness can be used effectively in advertising clothes for boys, it may reasonably be assumed that such copy might be employed to advantage in many other kinds of advertising that is likely at present to be unproductive because of its stiff formality or, owing to the tendency of the advertisers to forget that it may be easier to induce a man to make an investment after



Cut No. 17

The Wealthiest Families in the City

are thanking us, if you please, for calling to their notice the pleasant surprise they find in

WEARPLEDGE
Clothes for Boys

Even parents, who could well afford to throw money at the birds without getting a song, are patting us on the back for our progressive move.

To be the first store in (Pittsburgh) to show boys' clothing that is actually guaranteed for life, is no short feather in our cap, and we're as happy as larks, for our boys' business is increasing hand over fist. We're adding (to our ranks) a bushel of new boy friends who'll be buying their Wedding outfits from us some June.

Congratulations are in order—you'll say so yourself when you see WEARPLEDGE and hear its story.

A DEALER ELECTRO OF A MANUFACTURER WHO REFUSES TO TAKE HIMSELF TOO SERIOUSLY

The Creed of

COLLINS-KIRK-INC

TO give every one of our clients the kind of advertising that commands the respect of competitors and produces results commensurate with the expenditure.

To give each and every client's advertising affairs the same personal attention they would receive if we had but one account on our books.

To be true to the principles of good advertising methods and their application dealing fairly with both advertiser and publisher at all times. This is the creed of —

COLLINS-KIRK-INC

Merchandised Advertising

FINE ARTS BUILDING
CHICAGO

Telephone, Harrison 9860



BASIC BOND

Test No. 6—With the Cost System

WITH a price per ream no higher than the price per ton for other papers of this class, BASIC BOND is obviously interesting to the printer with a cost system. To the printer without a cost system it should require no selling argument other than its price. But this is the day of cost accounting. Last cost, rather than first cost, is the criterion. BASIC BOND represents constructive economy, first, last and always. Its price, though low, includes a reasonable profit on production and distribution. There are no extras.

THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BALTIMORE, MD. BIRMINGHAM, ALA.
BOSTON, MASS. ATLANTA, GA.
CHICAGO, ILL. RICHMOND, VA.
DETROIT, MICH. COLUMBUS, O. NEW YORK, N.Y.

DENVER, COL., (Peters Paper Co. Division)
INDIANAPOLIS, (Indiana Paper Co. Division)

Branch Offices in all principal cities

he has been put into a cheerful frame of mind than it is to get his order when he has been wearied by an uninteresting sermon concerning the quality of Bligg's goods.

It is natural, perhaps, for an advertiser to fall into the habit of supposing that other people take his business as seriously as he takes it himself. When he rids himself of that mistake, both he and his copy writers are to be congratulated.

A Newspaper Boxed Apple Campaign

BOXED apples advertised as boxed apples—without reference to particular brands or shippers but connected up with the Washington - Oregon - Idaho producing territory—will be placed before consumers throughout the United States in daily newspaper advertising this month. The advertising is timed to start as soon as the Jonathan crop comes into the market in quantities large enough to supply demand, and if the advertising fund, which is raised by voluntary subscriptions among interested firms and associations, justifies, Romes, Spitz, and other varieties will be mentioned in subsequent advertisements.

The Yakima Valley Traffic Association, Northwestern Fruit Exchange, Denney & Co., Apple Growers Association (Hood River), Conrad Rose, Earl Fruit Co., of the Northwest, Wenatchee Valley Fruit Exchange, American Fruit Growers, and others, are contributors to the fund.

In a trade-paper announcement soliciting support, the objects of the campaign are summarized:

1. To assist consumers in intelligent buying of apples by the box instead of small quantities—thus obtaining fresher quality at lower cost.

2. To aid the retailers in more efficient selling, to encourage box sales and to make them a leader. "Buy a Box," "Divide a Box With Your Neighbor," "A Box of Apples, the Ideal Gift for Christmas, Thanksgiving, and Birthdays"—are slogans.

3. To assist wholesalers in creating an extra demand for all boxed apples.

Car lot buyers of boxed apples in any city are given the opportunity to pay part cost of the local advertising and have their names attached to it.

The Jonathan variety this year was believed to furnish an especially favorable advertising opportunity. Out of a relatively small total apple crop, Jonathans, a quality variety, are in liberal supply. The advertising is expected to stimulate Jonathan consumption and to "carry on" throughout the consuming season, strengthening demand for all boxed apples.

"Work and Save" Must Be World's Slogan

Termination of government financing for America's foreign commerce and the stimulation of a return to normal business methods through private enterprise were advocated as necessary steps for solving international trade difficulties by James S. Alexander, president of the National Bank of Commerce in New York, at the International Trade Conference held recently at Atlantic City.

"We may as well face the fact," he said, "that the majority of our loans to the nations of Europe are secured at the present time solely by the probability of future productive work. The people of Europe can repay these loans made to them by the people of America only by producing raw materials and manufactured articles, by saving, by sound policies of taxation. The same policies must and will be adopted in the United States. But the world situation cannot be helped one iota by all the planning and discussion and clear thinking of the combined bankers and business men of the world unless all the peoples of the world return to their healthy and normal tasks and begin to do a day's work. We must stop leaning on our governments and depend upon ourselves."

Grocers' Margin of Profit 2.3 Per Cent

During 1918, grocery stores in the United States made a net profit of 2.3 per cent, according to an investigation of the Bureau of Business Research of Harvard University. The report is based on figures supplied by retail grocers located in various sections of the country. The average gross profit of the stores reporting was approximated 17 per cent and the overhead 14 per cent. The total delivery expense, on the average was 2.4 per cent of sales, but where grocers were a part of a co-operative delivery system, this expense was reduced to 1.4 per cent or less. The delivery expense of high-class "service" stores was 3.4 per cent.

Decimal System of Pricing Advocated

A Time Saver and a Labor Saver, as Compared with Practice, Common in Many Industries of Quoting Prices by Dozen or Gross—Less Likelihood of Error in Filling Orders

By J. Fred Wright

Of Sargent & Co., New Haven, Conn.

JUST why we are pricing goods by the dozen and by the gross cannot be answered by the present generation of hardware merchants; the system has been handed down to us. From a study of a number of catalogues, covering many of the lines included in the generic term hardware, it appears that there is no systematic method of selecting the pricing unit. Some items are sold by the dozen and others, similar in character, by the gross. There are cases where one manufacturer uses "dozen" and a competing manufacturer "gross" for the same line of goods. In at least one catalogue a group of articles is listed on one page by the dozen and on the following page by the piece, the only difference being in the grade of the goods. We find items catalogued and packed by the dozen but sold and billed by the gross.

Such confusion is apt to cause errors and we can all recall that errors have occurred because of the differences in method just referred to. I remember very distinctly a mistake, in which I was concerned, that happened in my early days in the business. An order was received from a jobber in Denver calling for fifty of an article of considerable weight which was listed and sold by the dozen; the order was plainly written but it was a trap in which those who handled it were caught and the quantity, instead of being translated to 4⅙ dozen was entered as fifty dozen and filled to the extent of the stock on hand, which fortunately was not the entire quantity. We found when the customer had returned the surplus amount and we had figured the freight to Denver and back that the expense caused by the error was more than fifty dollars.

In the case referred to, the jobber ordered the goods from us just as his customer had ordered them from him, in exactly the quantity that was required for a particular purpose. This practice is common; the user of our products states his requirements in the terms of his needs—he is not familiar with the systems of all manufacturers and when making up his specifications calls for the 500 articles he wants and not 41⅔ dozen or 3 $\frac{\text{A}\text{A}}{\text{1}\text{4}\text{4}}$ gross, as the goods happen to be listed. The same rule applies to the small consumer who wants 1 or 2 or 8 or 15 of an article, not $\frac{1}{12}$ or ⅙ or $\frac{2}{12}$ or 1¼ dozen if sold by the dozen, or $\frac{1}{144}$, $\frac{1}{72}$, $\frac{1}{12}$ or $\frac{15}{144}$ gross, if sold by the larger unit.

A change in system would therefore bring into conformity the methods of manufacturers, distributors and users of hardware which would tend toward the simplification of a business that necessarily has many complications. This feature as well as the probability of a reduction in the number of errors are reasons for the adoption of the decimal system, but another argument in its favor, which should strongly appeal to all of us, is the saving of time that the new system would permit. It is easier and takes less time to figure 500 at so much each or per hundred than 41⅔ dozen or $3\frac{\text{A}\text{A}}{\text{1}\text{4}\text{4}}$ gross at so much per dozen or per gross. It saves time in the smaller quantities to figure 8 at so much each or per hundred instead of $\frac{2}{3}$ dozen or $\frac{8}{144}$ gross. The advantages of the decimal system from the time-saving standpoint entitle it to the serious consideration of the whole hardware industry.

Portion of Address before the Convention of the National Hardware Association.

"World Outlook" Becomes an Interchurch Publication

The *World Outlook*, published since 1915 by the Board of Foreign Missions of the Methodist Episcopal Church, has been taken over as the official organ of the Interchurch World Movement of North America, a combination of Protestant denominations.

The committee on Latin America of the organization now responsible for the publication of the *World Outlook* will issue a new publication under the name of *La Nueva Democracia* in November.



JAY HYDE BARNUM

has associated his talents with that of the other nationally known illustrators of this studio.

Mr. Barnum brings to this organization an exceptional skill in the handling of oils, opaque, and dry brush—founded upon an unusually deep knowledge of anatomy and mechanical construction.

Meinzinger
STUDIOS

DETROIT. Windsor, Ont.

THE ARISTOCRAT
OF
MOTION PICTURE MAGAZINES



35 CENTS THE COPY

Enthusiastically received. First edition, 50,000 copies. Second edition, 85,000 copies.

Crisply and brightly discusses the arts, literature, sculpture, the stage and kindred subjects appealing to those of rare taste and refinement.

A magazine prized for its sheer beauty. More full color pages, gravure, etc., than in any other published.

A few inside covers for 1920 are still available.

DUNCAN A. DOBIE, Jr.,
Director of Advertising.

By the Builders of

MOTION PICTURE MAGAZINE
MOTION PICTURE CLASSIC

Western Manager	Eastern Manager	New England Manager
ARCHER A. KING, Inc.	RUFUS FRENCH, Inc.	METZ B. HAYES
Peoples Gas Building	1133 Broadway	Little Building
Chicago, Ill.	New York	Boston, Mass.

The Kind of Copy to Use When Advertising in Chile

A Report Made After Personal Investigation in South America

By J. W. Sanger,
U. S. Trade Commissioner

EDITORIAL NOTE: The following is reprinted, by permission of Bureau of Foreign and Domestic Commerce, Department of Commerce, from Special Agent Series, No. 185, "Advertising Methods in Chile, Peru and Bolivia."

IT is often carelessly asserted that "what is good for us is good for them," meaning, no doubt, that effective American copy, when translated into correct Spanish, would be effective in Chile or in any other part of South America. Nothing could be further from the truth, and the advertiser who labors under this delusion is handicapping himself from the very start.

In the first place, correct Spanish is not necessarily idiomatic and effective Spanish any more than correct English is convincing and effective selling English. Moreover, the free-and-easy, colloquial, friendly, and sometimes intimate copy much in favor in certain types of American advertising and particularly in "gingery" sales letters, would not only not be understood but would be misunderstood and indeed would affront Latin-Americans, who would regard it as impertinent. The advertising of "Prince Albert" tobacco would mystify and probably offend Latin Americans, and at its best would certainly fail to convince, whereas the quiet, dignified handling of "Fatima" cigarettes copy would probably meet with a welcome response.

Not that the Latin American is averse to novelties. On the contrary, he is more susceptible to their appeal than we are and more easily attracted by a simple moving display in a window, or an ingenious souvenir, or a novel illustration. But his respect for what he regards as the proprieties, his dignity on all occasions, and his resentment of our jovial and intimate "hello, there," copy appeal are fundamental facts to be remembered.

The raciness and originality of the type of copy represented by "Big Ben," despite its tendency to slanginess, would, in spirit at least, be effective in South America. But that same copy translated into correct Spanish would be only partly intelligible and wholly ineffective, because the individuality of it finds no parallel in corresponding Spanish words. The effectiveness of its appeal is untranslatable into Spanish except in the most labored, roundabout, prosaic fashion. The terse "snap" and sparkle of its phrasing, which is its essential appeal, can not be found in Spanish, which is primarily a language of dignity and indirection and formality. It has its colloquialisms and local idioms, which have crept into the language through usage as with us, but it is not given to "slang" nor to the making of new and expressive phrases overnight. However, there are fundamental copy peculiarities not shared alike by all Spanish-speaking South American countries. Instances of scores of correct Spanish words might be quoted, which, while understood in all South American countries, are not used identically in all of them but are replaced for everyday usage by their own local words. A single example may suffice. The Spanish word for child is "niño" or "niña." In Chile the word for child is "guagua," while in Argentina it is "nena." "Niño" might be understood in all these countries but it would not make the instant appeal that the local word would. Instances might be quoted at length but would only serve to emphasize this same point: That

Keeping Up With The Times

A FACT A WEEK

What is a good slogan to express the position of The Times as an advertising medium in the Washington field?

The sworn and audited circulation figures of the Washington newspapers show that no single one covers anything like the entire field. Also, that no combination of two papers which excludes The Times covers the field.

Would an effective slogan be "Don't leave the Washington job half done," or "You can't cover Washington without The Times."

The Washington Times,
WASHINGTON, D. C.

many of the countries of South America have added their own phrases to the body of the Spanish language, and only an individual familiar with each local field could hope to render final and unerring judgment in the censoring of copy.

In Chile they call us "North Americans" or "Yankees," while our country is referred to as the "United States" or sometimes "The States." Dealers sometimes refer to our goods as "American products" but it would be well for the copy writer to be very careful in using the word "America," which to a Chilean is a general term for all of South America, or "American," which to a Chilean may mean South American.

Generally speaking it is doubtful whether there is much more difference between the Spanish of Spain and the different countries of the west coast of South America, than there is between the English of England and the United States. The same article is sometimes known by one name in England and by another in the United States and spellings are not uncommonly different. All these small but vital points are considered in writing copy for England and the difference in Spanish words is of equal importance.

LATIN AMERICAN COPY WRITERS

That an entirely satisfactory solution of this somewhat puzzling situation can not be brought to pass immediately must be evident. The demands by American advertising agencies and the advertising departments of manufacturers for capable copy men has produced an able body of men skilled in advertising practice. However, these men are writing their own language, and their skillful copy appeals are gauged to reach the eye or the heart or the mind of men and women of their own race. Except in a very limited way, there has not been developed either a large or a capable body of Cuban or Chilean or Argentine copy writers, trained to write for their own people. There has been no demand for

BOSTON AMERICAN

with its evening, home-going circulation of

306,038

(average for September)

IS A
CONSCIENTIOUS SALESMAN
which meets and interviews
AT LEAST 750,000 READERS
every week-day in the year

NEW ENGLAND is a section of large, news-hungry households (an average of 4½ persons to the family), who read the EVENING newspapers from cover to cover. Prominent, well-displayed, insistent advertising is read and discussed—and followed by PURCHASE. If we allow that 2½ out of the 4½ DO read the Evening American every night, then the American,

NEW ENGLAND'S GREATEST
EVENING NEWSPAPER
IS read by

750,000

(Include the American in your next estimate)



Too Many Sale Points Wreck the Sale

True Salesmanship never confuses the mind of the prospect.

It picks out the dominant buying motive and stages the one dominant sale point of the product that appeals to and stimulates that buying motive. The law of appeal as well as the element of time makes this imperative.

Confusion of sale points, or a presentation of non-essentials, makes it so difficult for the prospect to grasp as to nullify the sales effort.

Bert L. White Sales Promotion Literature conforms to the principles of True Salesmanship and Dramatizes the Dominant Sale Quality of your product, unmistakably.

Preceding your salesmen, it arouses the buying motive and frees them to concentrate upon their logical function — selling.

It will pay you to get a copy of our book, "*The Barometers of Business*," and to have our system explained.

Bert L. White Company

Dealer Development and Sales Promotion

1215 to 1227 Fullerton Avenue

Chicago, Illinois

this specialized form of service.

Lacking that, however, we may consider ourselves fortunate if we can find a copy man who is an educated Latin American, possessed of the indispensable "advertising instinct." Even then, if he is, for example, a Chilean, his copy written for Argentina or Cuba, while "passing muster," may betray an unfamiliarity with the national idioms. Likewise, if he is an Argentinian he may betray that fact in his copy written for Chile or Mexico or the West Indies. The inescapable fact is that you can not have 100 per cent copy under present conditions. However, the educated Latin American referred to will serve our purpose very well.

If we can not get him, as a last resort we can avail ourselves of the services of a capable native translator. The services of such translators are not difficult to obtain, and they can at least enable the advertiser to avoid most of the pitfalls with which the path of the Spanish language is strewn.

Properly speaking, neither "reason-why" nor "institutional" advertising has ever been tried in Chile to any extent. As has been commented before, Chile is in its infancy as far as original or distinctive advertising is concerned, and thus far "general publicity" carries the burden. There is a general prejudice against "reason-why" copy, though the objectors could give no reason for their opposition other than that "it wouldn't work." Modified to suit Chilean conditions, there is no good reason why it should not find a place, though perhaps a lesser one than it does with us. The same thing is true of "institutional" advertising. The old-established houses are there; they believe in advertising and use it, but as the experimental stage is just beginning in Chile, as there are few advertising men there to prepare such copy and make a test of it, and as there are few full campaigns from the United States, both these types of appeal will have to wait their turn until a demand for more original copy is made by advertisers.



Mr. PUNCH

IS A CHEERY OLD SOUL

HE carries his cheerful message to Britons who are buyers of high-class goods and service the wide world over every week.

His readers in a cheery frame of mind buy freely of the high-class goods and service advertised in his pages and cheer up the advertisers.

Advertisers being thus cheered up, cheer up Mr. Punch by demanding more advertising space than he has to sell. So all around the cheery circle the word is

CHEERIO!

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E. C. 4



Mr. Goesle is a member of this organization because he knows the mechanics of draughtsmanship, and mechanical draughting, and how to combine these two valuable assets successfully.

He has a keen appreciation of technical drawing treated from the illustrative standpoint, his efforts in that respect proving highly acceptable with the accounts he has handled in these studios.

We like to think that our clients like to think of us as a staff of highly trained specialists in every branch of advertising artistry, ready to properly perform any task they may set us — for that is what we are, and do.

Louis C. Pedlar, Inc.
Counsel In Art
95 Madison Avenue, N. Y.
Telephone Madison Square 511

One store in Santiago and a concern with stores in Santiago and Valparaiso are the only houses in Chile that have advertising and window-trimming men. Each of these houses employs one man, who divides his time between these somewhat dissimilar occupations. However, the fact that they have some one paying attention to these matters is a start in the right direction and is only one of many indications that Chile is ripe for modern advertising. The action of a few of the leading houses in using advertising as a definite sales builder is already seen on all sides in its "leavening" effect, for their competitors must either do the same thing or find some more economical stimulus to sales than advertising affords. One firm practically dominated the market with two brands of tea, and its principal reliance in reaching the consumer direct is small-sized copy changed every day and occupying the familiar "top of page 3" in all the dailies in Santiago and Valparaiso. It uses localized, semi-humorous drawings and very brief copy and depends upon the advertising to create a demand with the consumer. Very little sales work was done among the dealers other than a perfunctory notice that "—— & Co. are the distributors for—— tea."

Gath & Chaves, of Santiago, whose department store would bear favorable comparison with the best United States stores in cities of the same size, uses large copy in the leading dailies and weeklies and has found that twice-yearly "liquidación" (clearance) sales featured in full pages but without comparative prices produce excellent results. This experiment was a revelation to the firm's Chilean competitors, many of whom have promptly imitated its methods, though on a smaller scale. One of the low-priced grocery stores has daily sales in certain articles of food for which there is a wide demand. It makes low prices the main attraction and has succeeded in popularizing its store and keeping it filled every day.

Owing to the entire absence of



Adaptability and Vision

Adaptability is one of the most important characteristics of the successful advertising writer.

One of my clients, F. C. Greutker, Secretary and Sales Manager of the Clover Leaf Milling Company of Buffalo says:

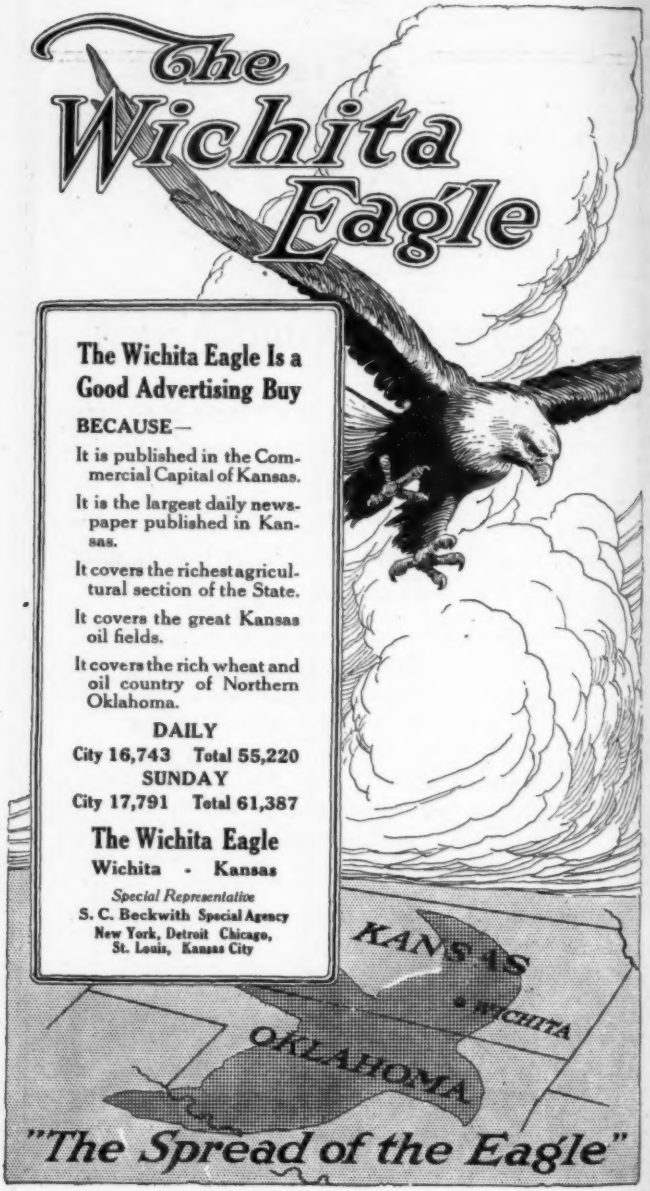
> "James Wallen has comprehended the cattle feed business with an amazing speed and thoroughness. One would think he had been brought up on the product. Clover Leaf Feeds are stars in the milky way and Mr. Wallen's copy is the telescope thru which we bring them within range of the dairyman's vision."

So much for adjustment to a new constellation.

JAMES WALLEN

Advertising

STUDY: 150 Walnut Street EAST AURORA · N · Y


The Wichita Eagle
The Wichita Eagle Is a Good Advertising Buy
BECAUSE—
It is published in the Commercial Capital of Kansas.
It is the largest daily newspaper published in Kansas.
It covers the richest agricultural section of the State.
It covers the great Kansas oil fields.
It covers the rich wheat and oil country of Northern Oklahoma.
DAILY
City 16,743 Total 55,220
SUNDAY
City 17,791 Total 61,387
The Wichita Eagle
Wichita - Kansas
Special Representative
S. C. Beckwith Special Agency
New York, Detroit Chicago, St. Louis, Kansas City
KANSAS
WICHITA
OKLAHOMA
"The Spread of the Eagle"

advertising agencies in Chile, only two sources from which copy can be supplied are left open. Either it must be prepared in the United States by the factory's own advertising department or advertising agency, or the local agent or dealer in Chile must furnish it. No question in connection with the effective handling of foreign advertising has caused more discussion than this problem. As a matter of fact, with conditions as they are, neither of these two extremes offers a complete and practical solution. The advertising prepared in the United States is invariably supplied with all of Latin America in mind, and specific local conditions which the dealer considers of great importance are necessarily ignored.

Too often the copy, illustrations, etc., are identical with those used in the American campaign, without attempt even to modify them to meet local South American needs. The advertiser sometimes overlooks the important fact that while the basic principles of advertising appeal the world over do not change, local conditions may be such as to require different "slants" to meet their requirements. On the other hand, while the American advertiser has at his command skilled advertising talent which the local agent or dealer lacks, the latter, at least, has the advantage of having his finger on the pulse of things in his own city or country. Until the time comes when the American advertiser, either through his own advertising department or through that of his agency, has the same knowledge of conditions in Chile and the rest of South America as he has at home, or until there are Chilean advertising agencies equipped to render a real service to advertisers, a compromise along the following lines strikes the writer as being the only intermediate course likely to lead to good results: Let the advertising be prepared in the United States, based, if it must be, upon even a superficial knowledge of Chilean conditions. Let the advertiser work six months or as far ahead of time as possible and submit rough proofs to the dealer for his consideration and criticism and for such constructive suggestions as he may be able to offer. In this way a clearer knowledge of what this representative calls "local conditions" may be had; his own limitations and possible prejudice as shown by his criticisms will come to light, and the manufacturer will have the tactical advantage of greater good will from the agent as the result of the latter's being invited to cooperate in a very definite way. Of course, unless the manufacturer is paying the advertising bills or at least sharing in the payment, he can not insist that his ideas and copy be used.

THOSE WHO BUY THE ADVERTISING

Very little advertising in Chile is paid for by the manufacturer, much as the importer or dealer might desire that condition to come to pass. For the most part he pays all the advertising bills, and the only assistance he receives from the factory is engravings or matrices, or, now and then, printed matter bearing his imprint. Consequently, he feels very independent, and while admitting that the advertising which he prepares at odd times is "not very good," he is inclined to regard it as better than much of the "boilerplate" matter sent him by the factory.

A number of American and English manufacturers allow their representatives in Chile a fixed advertising expenditure based upon a percentage of sales. This method, needless to say, is very satisfactory to the importer or other representative.

Generally speaking, except in the larger retail stores where competition is very keen and where the sales are made by hundreds of clerks, the "fixed price" is the exception rather than the rule in Chile. However, no matter how quickly the general demand for it may come, it will not be possible for any fixed prices to be advertised over the name of either the American manufacturer or his agent until the Chilean peso is stabilized. Even if the Chilean merchant wanted a fixed price and wished to use American matrices

or engravings or window cards stating the prices in Chilean money, he could not do so because of the wide variations in the rate of exchange of the paper peso, which is the basis of the country's currency. Prices printed in terms of American money are worse than useless, though some American advertisers have mistakenly assumed that the Chilean peso, the mark for which is the same ($) as for the American dollar, is the same in value, whereas its variations have been from 14 to 36 cents in United States currency. Thus, in any arrangement for advertising matter in which prices are to be mentioned, a space would have to be mortised for the insertion of the price by the dealer. Not infrequently in the advertising of American automobiles, which dominate the Chilean market, the price is given in terms of English money, with the rate of exchange explicitly stated.

ILLUSTRATIONS AND ENGRAVINGS

Illustrations are not used so freely in Chile as in the United States, owing probably to the absence of commercial artists, commercial engraving houses, and advertising writers who appreciate the great value of good illustrations to add strength to their appeal. A few of the larger advertisers utilize such meager art talent as is at hand, and the dailies attend to the making of the engravings. Among the larger importing houses that act as agencies for such American goods as automobiles, tires, etc., there is a considerable use of engravings and matrices furnished by the factory. Now and then one sees a complete engraving or matrix, evidently prepared by the factory with particular regard to South American needs and mortised for the insertion of copy supplied by the agency or dealer. For the most part the active Chilean advertiser welcomes all the engravings or matrices that the factory is willing to send him, and he particularly welcomes single engravings of specific articles "without palm trees or United States views," the adding of which seems to be a conventional weakness that the American advertiser is unable to resist. He prefers these engravings mortised so that he can supply his own copy; in fact, in most cases he will not use the copy prepared at the factory.

Another objection that the importer or dealer makes to the advertising being placed from the factory or by the manufacturer's advertising agency is that under this method the foreign and not the local rates are paid. He argues that if he places it he can obtain the local rates, which are invariably lower than those paid by the advertiser whose orders for space come from a foreign country. As a matter of fact, the local importer is correct; comparatively few foreign advertisers get "rock-bottom" rates or concessions in the way of position unless they are thoroughly familiar with local conditions or have made their contracts direct with the publisher through a traveling representative in the country or have paid cash in advance.

This situation naturally provokes the question: Are foreign rates higher than local rates? If so, why is this the case, and is it a condition that can be overcome?

Foreign rates are invariably higher than local rates for a number of reasons. In the first place, less than 1 per cent of the advertising in even the leading Chilean dailies and weeklies is foreign, and the rates are adjusted to meet local needs. In the second place, few publishers in Chile regard the foreign field as worth cultivating. They have received very little business outside of their own country; some of it has been "poor pay," and most of it has been "slow pay," owing to distance, slowness in sending voucher copies to advertiser, disagreements, and adjustments regarding position, etc. Consequently they are inclined to make the foreign advertiser pay a high rate of interest on what they regard as almost certain to be deferred payments.

However, in accordance with a suggestion made to the publishers by the writer while he was in Chile, they will extend the local

Calox and O. H.

The Advertising Department of McKesson & Robbins, Inc., in a recent letter to ORAL HYGIENE, say:

"While we are writing you let us add just one word:

"By actual count our advertising in ORAL HYGIENE has brought us more returns than any other dental publication."

McKesson & Robbins have used ORAL HYGIENE continuously—every issue—for more than 5 years.

Oral Hygiene

"The Printers' Ink of the Dental Profession"
PITTSBURGH, PA.
W. Linford Smith, Publisher
William W. Belcher, Editor Merwin B. Massol, Business Manager
Geo. L. Kinter, Asst. Business Manager
Frank C. Thomas, Eastern Manager, 6 E. 39th St., New York
W. B. Conant, Western Manager, Peoples Gas Building, Chicago
A. D. McKinney, Southern Manager, Post Dispatch Building, St. Louis
Joseph Davis, European Advertisement Mgr., Poland House, Oxford St., London, W 1.

AGAIN the government statements show that *The Des Moines Capital's* circulation is the largest in Iowa. Here are the government statements for the six months preceding October 1st for the four Des Moines newspapers:

CAPITAL . . .	(Daily)	58,376
Second Newspaper	"	57,406
Third Newspaper .	"	47,452
Fourth Newspaper	"	44,707

(Six months' average)

For the first nine months of this year the Daily Capital has had an increase in advertising of 783,972 agate lines, and the Sunday Capital has published a total of 1,417,108 agate lines — the Sunday Capital being less than seven months old. This makes the total increase in advertising for the Des Moines Capital in nine months of 2,201,080 agate lines.

The Capital is first as a newspaper, first in circulation, and first in advertising patronage in Des Moines.

The Des Moines Capital

EVENING AND SUNDAY

LAFAYETTE YOUNG, *Publisher*

New York and Chicago Representatives: O'MARA & ORMSBEE, Inc.

rate to the foreign advertiser even if he does business with them directly, provided he pays his bills promptly by the 10th of the month following the date of insertion. The Valparaiso and Santiago branches of the National City Bank of New York have agreed to make payments direct to publishers for advertising contracted for by American advertisers or advertising agencies. The bank will charge one-fourth of 1 per cent, its minimum fee to be not less than 50 cents for each payment. The advertiser would have to make his own arrangement with the New York or Chilean offices of this bank for the establishing of credits, and these bank offices would require that a duplicate copy of the space order be sent them at the same time the original order was sent to the publisher, so that they would have direct evidence of the basic conditions imposed by the advertiser before they met the obligation. If the basic conditions imposed by the advertiser are met they will pay the bill. If they are not met, the bank will refuse to pay the account but will not agree to handle the details of adjustment between the advertiser and the publisher. In view of the fact that the leading Chilean dailies and weeklies generally endeavor to conform to the advertiser's wishes, this suggested solution of equalizing the difference between the foreign and local rates, while not without objections, offers a possible temporary compromise. Some American advertisers and advertising agencies send the remittance with order and obtain the consideration and additional discounts that "cash in advance" brings. They buy Chilean exchange which is far more acceptable than an American bank check. However, in case of a disagreement, they have no recourse as a basis for settlement other than the fairness and integrity of the publisher.

Some advertisers and advertising agencies regarded as "A 1" in the United States have been offended when their space orders were returned with a polite request for "payment in advance."

"A Look is Better Than a Thousand Words"

—Japanese Proverb

The cover design of the October issue of *American Farming* will appeal to everyone, young folks or grown-ups, who have ever gone nutting.

It was painted in oil expressly for *American Farming* by Art Morris, who was "raised" in a country town, and knows the people he paints.

Incidentally, this October issue is the first to carry covers in colors, done in duo-tone process work.

You will find it well worth the "look"—recommended by the Japanese Proverb.

"The Farm Paper With a Mission"

American Farming

DUANE W. GAYLORD, *Publisher*
JOSEPH C. HYATT, *Adv. Mgr.*

Chicago

Paul W. and Guy F. Minnick,
Eastn. Reps., 303 5th Ave., N. Y.



I'll Show Speed

Really it pays to have a magazine that is perfect—mechanically

TALKING MACHINE JOURNAL is the "class of the field." Pardon this, please. "It's blue but its read."

Perhaps you have something to sell this industry. Then, I can be of assistance.

Representing
Oral Hygiene
Talking Machine Journal
Mail Bag
Correct Opinion

Conant Advertising

340 Peoples Gas Building
Chicago, Ill.
Harrison 1699.



Graffco

VISE SIGNALS

USEFUL aids that save the time lost in hunting and fumbling through card files for data. Made of brightly enameled nickeled steel. Come each in one of twelve bright, distinctive colors. Fasten firmly to cards, and quick as a flash, show exactly where to get your data about shipments, follow-ups, location of salesmen, etc. Far superior to written memos. They don't get lost and they never let you forget.

Send for Samples

GEORGE B. GRAFF COMPANY

294 Washington St. Boston, Mass.

Mfrs. of Time-Saving Office Devices

Despite their financial soundness, the Chilean publisher has never heard of them, nor does he know how to go about obtaining credit information. He has had discouraging experiences with some American advertisers, and his inclination is to be wary of them all, making the innocent and the guilty suffer alike in his suspicions. He argues that his total foreign business is small, and to suffer a loss of some of it would make little difference in his balance sheet. For the most part, however, he is inclined to "take a chance" and accept almost any space order that reaches him, charging the full foreign rates, unless the advertiser through a knowledge of local conditions has succeeded in making arrangements for a local rate.

The Sculptor, the Motor Car and Advertising

Fortunately for pictorial interest, generals are still horsemen, and, expeditiously as the motor car served them during the serious business of the war, they return in the saddle to salute applauding cities. Realistically considered, however, general and motor car go together; but will the artists and sculptors find a way so to present the combination that it will stand for art and not suggest an automobile advertisement? It is not impossible. Meantime it must be admitted that the attitude of the general toward the motor car is unlike what used to be the feeling of the general for his horse, which is natural enough when one realizes how different was the feeling of the horse for the general from any emotion that can be attributed to the motor car. One remembers, as a fundamental truth, that Mary loved the lamb because the lamb loved Mary. A car used by General Haig has been sold for about $17 500; the buyer, it is said will use it to advertise candies. One cannot imagine the war steed of a general coming to such an anti-climax.—*The Christian Science Monitor.*

"Marines" A Synonym for "Durable" in Advertising

A Memphis dealer in suit cases, trunks, handbags and similar articles, has a good line of leather goods. He makes his appeal to the public in the *News-Scimitar*, a local paper. A part of the ad reads: "Whether you're going over the hills and far away or just out of town for a week-end we've got just what you need for the trip. Light weight luggage which has genuine durability and which can stand more bumps and hard knocks than a U. S. Marine."—New York *Sun.*

The Providence News

New England's Record Breaker

National Advertisers entering the rich New England field will not overlook The Providence News

A Live and Liberal Newspaper with the

SECOND EVENING CIRCULATION IN RHODE ISLAND

And climbing toward the top at the rate of One Thousand a month

JOHN A. HENNESSY, President and Editor
JAMES C. GARRISON, Vice President and Advertising Director

Publishers' Representatives
New York and Boston - - PAYNE, BURNS & SMITH, Inc.
Chicago and Detroit - - G. LOGAN PAYNE COMPANY

Do You Want Trade with New Zealand and Pacific Islands?

We solicit correspondence from Manufacturers and others with a view to our undertaking SOLE AGENCIES for lines suitable for New Zealand, Samoa, Fiji and Tonga.

We also invite quotations for Copra and Cocoa, of which we are large exporters.

A. NELSON AND SON
General Merchants and Island Traders
Copra and Cocoa Exporters

Head Office:
Apia - - - Samoa

Cable Address:
Nelson, Samoa

New Zealand Office:
Endean's Buildings, Queen Street
Auckland

Cable Address:
Sonano, Auckland

Reference: Bank of New Zealand, Apia, London, Auckland and Sydney



Meet the Buyers of Everything Required in Building Operations

READERS of this publication will require during the next twelve months a billion dollars' worth of materials, equipment and machinery in building construction. These are the men who are helping the nation catch up with the building shortage. Strongest buying power in this field. No waste circulation to pay for when you advertise in

National Builder

The Nation's Business Magazine of the Building Industry

Edited to interest the professional builder, contractor and architect. These are NATIONAL BUILDER men. Their problems, successes, emergency concerns are the concerns of NATIONAL BUILDER.

We have specific data on sales-possibilities.

Ask us what this data shows in your particular line.

Member of A. B. C. and Associated Business Papers

Published Monthly By

Tradepress Publishing Corporation

542 SOUTH DEARBORN STREET CHICAGO, ILLINOIS

Manufacturers Unite for South American Trade

Corporation Formed Under The Guidance of the National Association of Manufacturers, Will Advertise in Latin America—Salesmen to Go Forth from Offices to Be Established

UNDER the opportunity presented by the Webb-Pomerene act the Namusa South American Corporation has been formed by a group of manufacturers and this organization represents South American trade. Launched under the guidance of the National Association of Manufacturers, this organization represents one of the largest aggregations of interests yet formed for foreign trade.

The co-operative scheme, upon which the new organization was created, follows the plan of the British Federation of Industries, according to the manufacturers' association.

The plan of the British Federation of Industries, as described in PRINTERS' INK of September 4, calls for direct and responsible representation for a group of British manufacturers in the many important trade centres of the world.

The difference between the British and the American plans, at present, is only a matter of degree; the British plan calls for immediate world-wide action, while the American plan is confined to South America.

The intention of the Namusa group is to obtain, by the operation of the plan in South America, experience which will enable it to extend its co-operative plan of action over the world.

The Namusa Corporation, like the Federation of British Industries, will send its trade commissioners to certain definite points for the purpose of establishing offices at those points. From these offices, salesmen will be sent forth to given territories. The office will become an economic intelligence house for its district.

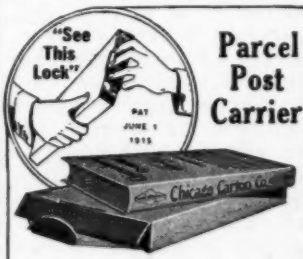
"When Seconds Count"



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

1433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

A Chance to Have Your Own Business

If you can do for yourself what you have been doing for others.

A sales manager, with a successful record, can find his opportunity with one of our large manufacturer members. He will have the chance to himself take a business and expand it in the sale of a high-grade and well-known electrical labor-saving appliance of proven merit for the household.

Exclusive sales territory and active co-operation in sales and advertising are assured by the manufacturer.

The man we are commissioned to find will appreciate this opportunity to build his own business, with extensive help; will be able to develop his own selling organization, put into practice aggressive sales campaigns and employ his own sales staff. He should be morally and physically of high standing; healthy, active and in earnest, and sufficiently want to have his own business to become financially interested in selling a reputable, progressive electrical specialty, should the proposal appeal to him.

If you are the man, or know of such a man, you are asked to correspond at once with

The Society for Electrical Development, Inc.

29 West 39th St. New York, N. Y.

Advertising in each district will be under the direction of the office of the trade commissioner. The corporation believes that with advertising built upon the advice and experience of the commissioner residing in the foreign territory American advertising in foreign fields will take on a new strength.

A broad advertising campaign will be undertaken shortly in South America by the corporation. This first campaign will have the promotion of good will between the South American countries with United States as its primary object.

The expense of foreign advertising and foreign representation will, it is believed, be lower under this plan of co-operation. The friction that would arise in competition in domestic trade will not be present in the export trade, because it is believed that the structural plan of the organization eliminates all possibility of friction.

The plan is based upon group organization along natural trade lines. Each group will be completely departmentalized and privileged to direct its own department just as efficiently as a separate export association might do. The board of directors of the corporation consisting of one member from each group, will control all matters of large relations in foreign trade affecting the common interest of all. The board consequently constitutes a permanent export trade council, representing and co-ordinating the export interests and activities of an industrial group and constituting a corporaton of membership.

A State University's Mail Advertising

The University of Idaho has undertaken a mail advertising campaign to interest the youth of Idaho in a university education.

A series of leaflets which invite the prospective student to come to the university takes up the questions generally avoided in a university catalogue. Among the subjects dealt with in these leaflets each pamphlet treating a single subject, are:

"The Cost of an Education"; "The Money Value of an Education"; and "The University and Athletics."

Mark Well UNITED TYPOTHETAE of AMERICA *the Mark*

"A competition for cheapness and not for excellence is the most frequent and certain cause for the decay and destruction of arts and manufacture."
— Ruskin.

SO ALSO, when buyers apply such competition to printing, it is often the cause for sorry results from an ambitious advertising campaign.

But the U. T. A. Printer will not hamper either your own or his opportunity by offering Price as an incentive for your business, rather than predicated Results.

U. T. A. Printers are keenly alive to what advertising is and how it operates most profitably. To them a *Direct* Advertising campaign is more than paper, ink and labor.

They see it as a series of *sales-making messages!*

Use this modern idea in printing — take to yourself the advantages of this exceptional U. T. A. Printing Service.

Identify the U. T. A. Printer by his display of the Trade Mark illustrated above. Or, address the headquarters offices for a quick way of enjoying this service without delay.

This campaign is in co-operation with Paper Manufacturers and Merchants, Manufacturers of Type and Printing Machinery, Engravers and Electrotypers.

United Typothetae of America

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

Not Conducted for Profit

General Offices: 608 South Dearborn Street, Chicago

The Servidor Service Book

SERVIDOR

The *Servidor Service Book* is a Guide to Hotel Service and advertises the merchandise which Servidored Hotels sell to their guests and deliver through the room Servidor.

The Servidor is the newly invented automatic receiving and delivering hotel guest-room door.

Four thousand Servidors are now in operation in the

Pennsylvania Hotel - - 2,200 Rooms
Cleveland Hotel - - - 1,000 Rooms
Fort Des Moines Hotel - 400 Rooms
Fort Shelby Hotel - - 400 Rooms
(Others being equipped)

These Hotels house annually 1,500,000 guests from all over the World.

In each room a Servidor Service Book is *constantly* and *exclusively* maintained.

Over seventy of America's most prominent advertisers are represented in the Second Edition of the Servidor Service Book.

Write for our latest brochure.

THE SERVIDOR COMPANY
101 Park Avenue NEW YORK
Vanderbilt 2487

Full Page Newspaper Ads Supplant Mail Order Catalogue

Mandel's of Chicago finds Frequent Price Changes and Shortage of Merchandise Interferes with Long-time Schedule

By G. A. Nichols

THE retail department store of Mandel Bros. in Chicago, which carries on a considerable mail-order business in wearables, has discontinued its catalogue entirely. It is keeping away, in fact, from all direct advertising and is using the newspapers and other mediums to convey its merchandising messages to its mail-order customers. It is using practically the same advertising methods in selling to them as it does in selling to its city trade.

The new deal went into effect recently with the appearance of page advertisements in the country editions of Chicago newspapers. Advertising will be carried later in other local newspapers in the territory served by the mail-order department and perhaps to some extent in farm papers.

This radical departure was caused, in a measure, by the scarcity of merchandise and by the uncertainty of the price and supply situation which made it seem good business for the firm not to commit itself for any considerable length of time ahead either to prices, styles or goods.

It might seem strange at first sight that a concern the size of Mandel Bros. should have to be guided by such considerations. Yet the merchandise reason is absolutely sound and not in the least far fetched.

The trouble with a mail-order catalogue is that it has to stay in business quite a long time. In certain departments of houses like Sears Roebuck and Montgomery Ward catalogues are issued periodically and comparatively often. But the main book stays in commission for several months. This naturally means huge merchandising preparations. Back of every item in the book must be a supply of merchandise large enough to withstand any reasonable demands that may be made upon it while the catalogue is in effect.

That the problem of Sears and Ward is far from easy in this respect can be realized by anybody who knows anything about the present difficulty of getting merchandise in any quantity.

Yet a big mail-order house has no other alternative than that of keeping right ahead with its catalogue. It would be a physical impossibility to print it more than a couple of times a year and thus bring it up-to-date and in strict accordance with the constantly changing and developing merchandise situation.

ELASTICITY OF THE PLAN

In the case of a mail-order business like that of Mandel Bros., however, the advertising can be put out more in harmony with the exigencies of the merchandise supply.

Mandel sells by mail to what may be called a local territory — to Illinois, Indiana, Iowa, Michigan and Wisconsin. As such there would be no insuperable printing difficulties to solve. The catalogue, taking in a limited line, has been relatively small. The company could put out numerous issues of its catalogue and keep them strictly up-to-date, in thorough accordance with price and supply developments.

But this would entail an advertising expense that would be away out of keeping with the profits of the department. If a department is being conducted for money instead of glory or instead of the advertising prestige it can bring to the rest of the business, then due account must be taken of the expense undergone for publicity.

After a thorough weighing of the proposition it was decided that the catalogue, for the time being at least, should be done away with. The underlying motive was the merchandise situation, as has just been stated. But of almost equal potency were some sound advertis-

ing reasons which have a most remarkable resemblance to the considerations working against the general use of the catalogue in a retail store.

It should be said right here, by the way, that the Mandel mail-order department has no connection whatever with that store's regular retail business. Therefore, to all intents and purposes it is a retail mail-order house. Its catalogue or other advertising matter should be regarded as coming not from a retail store but from a retail mail-order establishment. The retail store catalogues referred to in this connection were merely adjuncts of the store's regular advertising and did not differentiate the mail-order offerings from the rest of the business.

The idea of using newspapers and other publications as mediums for advertising in a retail mail-order way is not entirely new. PRINTERS' INK some time ago told about a mail-order grocery firm in Peoria, Ill., taking one entire section of a Sunday newspaper to put out what really amounted to a grocery catalogue. This advertisement, however, was intended to be kept and referred to much as a regular catalogue would be. The idea was that it could distribute the concern's selling message more effectively and economically than could be done through the dissemination of a catalogue through ordinary channels.

In commenting upon this interesting experiment, PRINTERS' INK expressed the opinion that better results would have been gained had the grocery concern taken a page for twenty-four consecutive weeks rather than twenty-four pages in one week. It is in line with this latter idea that the Mandel experiment is being tried.

TIMELINESS AN IMPORTANT FEATURE

"It is our plan," said the head of the company's mail-order department, "to try to reach our mail-order clientele through weekly page advertisements in various mediums. We shall approach them by practically the same method which our regular retail store — which of course is far and away the larger part of our business — uses in advertising to the retail trade.

"This method will enable us to make our offerings to our mail-order customers strictly up-to-date and give to them any advantages that may come through the rapidly changing developments in the merchandise situation.

"In this way our merchandising problem will be simplified. It is totally unnecessary to say that, in these troubled times, it is a much easier and more practicable proposition to sell goods in week-by-week advertising than through a catalogue which is expected to last over a period of weeks or months. Naturally, too, our offerings will be more elastic and will have a wider range. They will be less of a cut and dried proposition.

"There will be price protection both for us and the customer. It is pretty hard, these days, to plan ahead very far in the matter of prices with any reasonable degree of certainty. The reasons for this have been gone over so many times that it would be unnecessary repetition to outline them again here. Anybody selling through a catalogue would be glad if some way could be devised through which the guesswork could be removed in this particular. But of course it can't be done when you are selling at retail. People are not going to bother with price sheets and supplements to a catalogue in the same way as the thing might be worked while selling at wholesale. They wouldn't understand the application of that system, anyway. If you don't put the price right along with your illustration and description, then you may as well have no advertising at all. It is our belief that through this system we are now introducing we can talk price with confidence. Each week we will know exactly where we are and what we want to do."

Obviously, a system like that being tried by Mandel will work resultfully only when the available mail-order offerings are somewhat limited in number. It would be folly for a concern with a big range of mail-order offerings to confine its advertising to page space. Difficulty or no difficulty, the catalogue is the only thing to use when the mail-order stock is large. It is easy to see what would become of Sears and Ward, for instance, if they were to use page space instead of a catalogue. They would sell the items

Unitized Advertising

Copy and design are only fractions of Advertising.

An Advertising Campaign must be integrated into and come out of the business it represents.

Our service to clients is planned and performed in this belief, and is fortified by daily achievements so conspicuously helpful as to continue our accounts by the visible merits of the work we do.

The Lees Company
Advertising
Cleveland

Printers' Ink Monthly Is On the Ways

It is ready to be launched as soon as the striking New York pressmen return to work.

Editorial and advertising forms have been closed and are ready to go on the presses.

The new, big magazine of printed salesmanship will be on your desk just as soon as we can place it there.

Advertising copy for the second issue should be mailed now. It will be set up at the earliest possible moment after the strike ends.

The first issue closed with 25,597 lines of advertising.

PRINTERS' INK
MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue - - - New York City

BRANCH OFFICES

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building. A. D. McKINNEY, Manager.

Canadian Office: Lumsden Building, Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

they advertised, but what about the thousands of others that could not be advertised at all?

Mandel will have no great trouble along this line, because of the limited scope of its mail-order stock. The advertisements, being changed week by week, can in the aggregate cover the line in a comprehensive way.

A FEEDER FOR THE RETAIL STORE

And then this page mail-order advertising, being put out in what amounts practically to local territory can operate to get people into the store in much the same manner as is the plan in regular retail store advertising. When Mandel runs an advertisement addressed to its city trade, it does so primarily with the idea of selling the items in the advertisement. The big purpose of each printed appeal is to get people into the store. If people did not visit the store in response to advertising, then the store would be nothing more or less than a retail mail-order house and the advertising would have to be multiplied many times in size or the store's sales would be confined to a strictly limited line.

Many of Mandel's customers in the territory surrounding Chicago make periodical shopping trips to that city. On these trips are they more likely to visit a retail store that they know in a catalogue way or that is familiar to them through regular advertisements? Obviously the latter is the best guess. The advertisement would be more likely to draw them to the store when they visited Chicago because the advertisement has more of the retail store flavor, whereas the catalogue suggests primarily a house selling exclusively by mail.

These page ads of Mandel's, therefore, may be expected to influence mail-order customers to look upon that store as being what it actually is—a retail store. At the same time there will be no letting down in the pulling power of the advertising in a mail order way.

How many Chicago visitors do you suppose go to Sears Roebuck and Montgomery Ward personally to buy goods? Not very many. This is because those houses are purely and simply catalogue concerns. The fact that they might welcome such transient trade as might come in means

The Atlanta Journal

Atlanta, Ga.

Armour & Co., Cudahy & Co., Indian Packing Co., Kingan & Co., Morris & Co., Swift & Co., Wilson & Co., are using space in The Atlanta Journal.

Advertising in The Journal Sells the Goods

Capital

Obtained for Established Business Enterprises

A SUCCESSFUL financial sales organization of New York is in a position to market industrial securities in substantial amounts, among small investors, under a plan which insures permanency of control to the directing heads. Preference will be given to manufacturers of articles or products which are being or can be marketed through national advertising and selling methods; concerns which are basically sound and able to produce acceptable financial statements; which are on at least a self-sustaining basis, and susceptible of profitable development with the aid of additional capital; also of sufficient earning capacity to insure early returns to investors, if not already on a dividend basis. Essential details may be submitted in strict confidence to "Industrial," P. O. Box 74, New York.

Your Advertising Man

must he combine mature experience with absolute dependability?

Are you satisfied to entrust him with your appropriation—certain that it will be wisely expended?

If yours is a nationally advertised line that requires large use of

Farm Papers —Dealer Helps

and your appropriation is large enough to permanently interest an executive with twelve years of exclusively agricultural experience, the writer will appreciate the privilege of an interview.

Although eight years with present employer as advertising and assistant sales manager, the future possibilities are seemingly limited—mainly because of a comparatively small amount of expenditure necessary to sell the yearly output, running well into the millions.

My age is 37 years; married; references and ability are unquestioned. Minimum beginning salary $5,000.00 and position must be permanent, providing my services are satisfactory.

Address: M. B., Box 72, Printers' Ink

1,500,000 Consumers



Wisconsin Daily League

The Nation's Dairy—Wisconsin's dairy products bring over $175,000,000 annually to the farmers and dairymen. More than in any other state.

With one order and one payment you blanket the state (or any part of it) with thirty leading dailies.

H. H. BLISS, *Secretary*
Wisconsin Daily League,
Janesville, Wisconsin

little. The people are used to ordering from Sears and Ward by mail because the catalogue necessarily is built along those lines. This is the very reason by the way why the average retail store should keep away from a catalogue unless it is large enough to have a mail-order department like Mandel's that is strictly apart from the rest of the business.

But Mandel's main business is that of a regular department store. If, therefore, Mandel can advertise its mail-order business in a way to make the mail-order business entirely successful and then actually use that as a feeder and booster for the retail store proper, it is doing something well worth while.

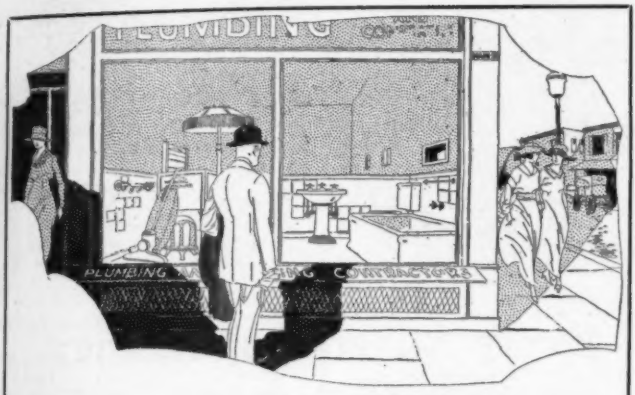
It is a great thing in any business when a certain part of it can be conducted in an individual way so as to bring a direct profit to that part and at the same time pull business to all the other parts. Manufacturers and jobbers will be performing a signal service for retailers in general when they are able to convince them that no one department of a retail store can be regarded as being truly successful unless it brings business to the store as a whole. If a well organized and well advertised special sale succeeds in moving only the items advertised, then the sale is a failure. If Woolworth can put in a window display of sensational leader items and then sell only the leaders, he has lost some money and wasted a lot of time.

If Mandel can advertise its mail-order business so as to advance the interests of that particular department and at the same time remove the retail mail-order catalogue curse from the rest of the store, then it is accomplishing something well worth while. This is just what Mandel expects to do under the new plan.

Canadian Veterans Advertise and Publish Magazine

The Great War Veterans' Association, of Canada, has undertaken a paid advertising campaign. The purpose of the campaign is the education of the general public as to the real aims of the association, as well as to strengthen its membership.

The association is also publishing a magazine, *The Veteran*, at Montreal. Clarence C. Campbell, who was at one time a member of the advertising staff of the New York *Times*, is advertising manager.



Possibilities

THE plumbing and heating contractor of today is a live, wide-awake merchant with showrooms on the main street. He not only sells and installs plumbing and heating equipment and supplies, but also handles many side lines.

He is the logical distributor for bath room accessories, toilet fixtures, gas and electric lighting fixtures, water supply systems, electric light and power plants, ventilating fans and blowers, mechanical refrigerating equipment, etc., etc.

Never before were the sales possibilities of this vast field greater.

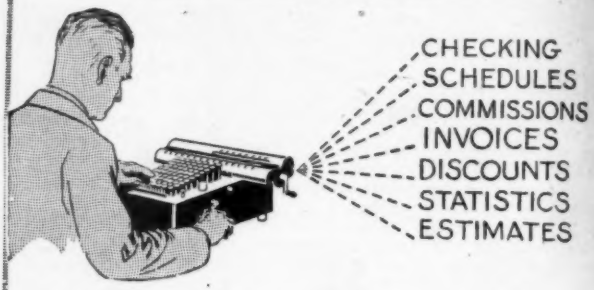
If you have not investigated the possibilities of *your* product in this field — now is the time to do so. The plumbing and heating contractor has been taught how to increase and extend his business, how to locate prospects, and how to follow them up. He is quick to respond to the right sales appeal.

You will not obligate yourself by inquiring—therefore, let's talk this over. See if your product "fits." If it does, we would like to explain why DOMESTIC ENGINEERING will carry your message direct to your prospect without waste, and without lost motion, and, of course, you will also want to know why DOMESTIC ENGINEERING has grown steadily in the number of editorial pages published—the number of advertising pages published—and the reason for the steady increase in circulation.

We shall be glad to answer your questions.

DOMESTIC ENGINEERING
407 S. DEARBORN ST. - CHICAGO

Member Audit Bureau of Circulation
Member Associated Business Papers, Inc.



Every Advertising Agency

has figures to handle. Whether it is estimating Gross or figuring Net; you want the answer, quickly, easily and accurately.

Advertising agencies using Monroe Machines for figuring are getting their answers in a few short seconds.

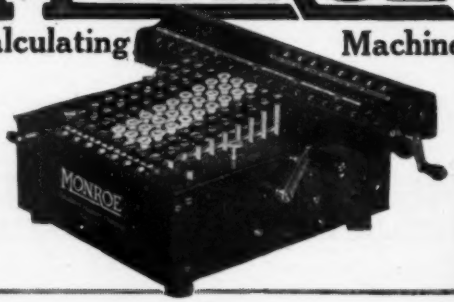
No valuable time spent checking and re-checking—you get visual proof on the proof dials that your figuring is correct. No chance for errors to slip by unnoticed.

Everyone in your agency will find the Monroe to be a time and labor saver. No expert operators required and no previous experience necessary. The Monroe is just what your rate clerks and accounting department need for their calculating.

After all, a Monroe is to your figuring what *punch* is to your copy. Ask for "Book of Facts."

MONROE CALCULATING MACHINE CO.
Woolworth Bldg. New York City
Offices in Principal Cities

MONROE
Calculating Machine



Real Estate Advertiser Uses Free Verse

VERSE never has found much favor with advertisers. The well remembered "Spotless Town" rhymes attracted wide attention, it is true, and occasionally other advertisements in rhyme have been quite effective, but it appears to have been assumed by the great majority of advertisers that verse is not to be adopted as a suitable form where the copy is intended to make a serious impression. It is possible, however, that the exponents of "free verse" have evolved a style that may be adapted to advertising even when it is intended to be dignified and impressive. A real estate auctioneer recently published in the New York newspapers a four-column advertisement that, at the first glance, looked like a "poem" by one of the "imagists." These two stanzas, or sections, will convey an idea of the general effect that was introduced:

An old man
A man
Whom you all know
By reputation
Whose family wealth
Had been invested
In real estate
For generations—
Said to me a few years
Before his death—

"I'm a very old man
And through my entire life
I've noticed one thing.
Families who have all
Their investments in securities
Frequently go broke
And never recover,
While families whose investments
Have been in Real Estate
Are never down and out."

One of the apparent advantages of this style of advertising is the possibility it presents for the use of a good deal of copy without letting it have the solid appearance that is likely to frighten the reader. With plenty of white space between the columns, such copy may easily attract attention, especially upon a newspaper page where the other advertisements are set in even paragraphs or are accompanied by cuts.

There has been a good deal of discussion recently concerning the advisability of employing prominent authors to write copy, but the proposition does not appear to have met

No. 15 of a Series



NOT OUR READERS

"Some men can't lay by a little money for a rainy day without being fooled by the first sprinkling cart that turns the corner."

Readers of the Northwestern Banker are not that kind of men—they are the sound, substantial citizens of the most prosperous area on the globe. They have the money to buy every high grade product. Are you selling them yours?

Member of the Audit Bureau of Circulations.

CLIFFORD DE PUY, Publisher
Des Moines, Iowa

The Hub
Requires An
Advertising Manager.

A seasoned executive who has the experience to fill the requirements of position.
Address Mr. M. S. Hecht,

The Hub
Baltimore, Md.

Your Advertising Campaign

IN

Halifax

is not complete if you have not included

"The Atlantic Leader"

an illustrated week-end paper. Bright and newsy—it fills a long-felt want.

Write direct for particulars, or have your advertising agency supply you with them.

The Atlantic Leader

HALIFAX

MICHIGAN BUSINESS FARMING

Michigan's Greatest Farm Weekly

80,000 BUSINESS FARMERS 45¢ PER LINE

Michigan has 210,000 farms and over 175,000 Farm Owners

GEO. M. SLOCUM, Pub., Mt. Clemens, Mich.

BOOST— DON'T KNOCK!

We are boosting for Mexico, for there's money there. Our merchants are getting it—so is Caruso at $7,500.00 per night! All exact data.

The Beers Advertising Agency,
Havana and New York.
Est. 1900.



with wide favor. Still, if the men and women whose literary efforts have brought them into prominence may not be drafted into service as copy writers, perhaps it will be found profitable occasionally to make use of the various "styles" they affect. A washing-machine advertisement that is made to look like a rhapsody by Amy Lowell may attract the attention of the weary housewife and awaken within her breast a desire that will be satisfied only when a purchase is made. But, whether such things can happen or not, it may be set down as a fact that the copy writer who is constantly on the watch for new forms in which to present his text will not waste his time, while he is quite likely now and then to find something that will be distinctly to his advantage.

Sears-Roebuck Sales Increase

September sales of Sears Roebuck and Company amounted to $22,025,457—a gain of $6,807,421 over September, 1918. The first nine months of the year showed sales of $162,094,584, which was an increase of $30,946,238 as compared with a corresponding period in the previous year.

JANE CARROLL

Editor
Foreign Trade Bulletin
&
FOREIGN TRADE PROMOTION MGR
AMERICAN EXPRESS CO

Will be available for new connection Nov 1st – due to Former Manager's return from war.

References by Company Officers

Address
JANE CARROLL
65 BROADWAY
NEW YORK CITY

ARTHUR FREEMAN

for Four Years Advertising Manager and Sales Director of Gimbel Brothers' New York Store, and formerly Advertising Manager of R. H. Macy & Co., New York, has resigned to become

President

OF

EINSON LITHO INCORPORATED

The coming of a man of Mr. Freeman's calibre into this new field of selling, is an indication of the growing importance of window advertising as an adjunct to national campaigns

specializing in window display advertising

Window displays based on fundamental merchandising principles, created in conjunction with national advertising to crystallize the entire effort in the dealer's store window

EXECUTIVE OFFICES
AND ART STUDIOS
MASONIC BUILDING
71 W. 23rd STREET, N.Y

PRODUCTION AND
LITHO PLANT
BUSH BUILDING
327 E. 29th ST., N. Y. C.

Phone Gramercy 6700

THE Advertising Department of a prominent daily newspaper in a city of nearly half a million inhabitants is seeking the services of a competent advertising man, who is experienced in promotion, research, merchandise and sales work. It would be his duty to co-operate with national advertisers in the merchandising and marketing of the goods and assisting in the general sales and promoting of foreign advertising.

State salary desired. All communications treated confidentially.

Address A. L., Box 73,
Care of Printers' Ink

We believe we have the greatest specialized knowledge of the vast student buying power to be found anywhere. Ask us anything you want to know about the College or High School Fields.

CSAA

Collegiate Special Advertising Agency, Inc.
521 Fifth Avenue, New York *Established 1913*

EINSON LITHO INC
SPECIALIZING IN WINDOW DISPLAY ADVERTISING
Complete Lithographed
Window Displays
Cut Outs, Hangers
Streamers, Posters
Counter Cards, Car
Cards, *etc.*
327 EAST 29TH STREET.
Tel. Murray Hill 5040 New York
Send for Portfolio of Photographs

Department Store Advertises for Goods to Sell

The "Bargain Basements" of city department stores provide an outlet for quick sales of job lots that has been recently brought home to manufacturers in newspaper advertisements of the William Filene's Sons Company, of Boston. Filene's basement store has sold 5,126 pairs of women's shoes in a day, a $14,000 stock of women's dresses in a day, 150 women's suits in eleven minutes, 7,000 pieces of men's winter underwear in two days.

The advertisement making these assertions has appeared in newspapers of St. Louis and Baltimore. It was somewhat unusual, in that it was an invitation to the city's manufacturers to get acquainted with the Filene establishment. Said the advertisement:

"We wish to buy for immediate delivery large or small quantities of *clothing, shoes, etc., for women, misses, children, boys and men*, as well as *clothes accessories* such as *jewelry, luggage, leather goods, handkerchiefs, umbrellas and toilet goods*. Our price range is very wide and covers practically all grades of dependable goods.

"We would like to do business at the source. We would like to do business in St. Louis. We should like to have St. Louis or other manufacturers of the Middle West get into touch with us immediately by wire, letter or personal representative with regard to our purchasing from them merchandise for immediate or future deliveries for either our upstairs store or basement."

The advertisement was 150 lines deep across four columns.

S. H. Kress Co. to Have New York Store

The S. H. Kress Co., New York, an organization which conducts five and ten cent and variety stores chiefly in the Southern States, and which for years has avoided the plan of conducting retail stores in New York City, has now completed arrangements for the establishment of a retail store in that city.

Redfield Agency Has Swiss Railroad's Account

The official agency of the Swiss Federal railroads at New York has put its advertising account into the hands of the Redfield Advertising Agency, Inc., New York. A national campaign has been undertaken by that agency for this account.



Swinehart TIRES

They Wear — and Wear — and Wear

Likewise

Meyercord Signs

They Wear—and Wear—and Wear

Like these famous tires and their famous slogan, Meyercord Decalcomania Window Signs ***"Wear—and Wear—and Wear."***

Meyercord Signs are not only long-lived, but on account of their unusual beauty and attractiveness they wear well with the public.

Meyercord Window Signs reproduce faithfully any trademark, design, or slogan in any number of colors and gold. The dealer then easily and quickly transfers these beautiful transparent colors to his windows, where they remain indefinitely, and where they are distinctly seen from the inside and the outside, always telling your story in the most attractive manner.

Meyercord Transfer Window Signs will solve your sign problem as they have thousands of others.

The sending to you of a sketch and a cost estimate will incur no obligation if you will simply state your needs.

THE MEYERCORD COMPANY

Chamber of Commerce Building - - CHICAGO

MEYERCORD
GENUINE DECALCOMANIA
WINDOW SIGNS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $90; half page, $45; quarter page, $22.50; one inch, minimum $7.

Classified 50 cents a line. Minimum order $2.50.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
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London: Thomas Russell

NEW YORK, OCTOBER 16, 1919

Restricting Production Would Hurt Advertising

There is a new shibboleth, a modern catch-word on everyone's tongue. It may be heard at almost any banquet; it appears continually in newspaper and magazine articles. *Production, Production, Production!* The word is being held up at the present time as the ultimate panacea for our ills, as an outlet for the new instincts which have come into industry—new in that they are just beginning to be understood by management.

"We shall get no real progress until it can be demonstrated to the working classes as a body, that their individual and collective interest lies in more efficient production." It is a poor banquet or convention at which this sort of sentence does not crop up in a speech.

It has been demonstrated time and time again that workers limit production among their own members. In many industries union labor demands that more men be placed upon a job or machine than are necessary for the completion of the task. Labor organizations, by instructions to withhold effort, have cut down production. It is undoubtedly true that limitation upon production has been a labor practice—the fact that the men often thought it was in self-defense does not excuse or change the fact. But we must look also at the other side of the picture.

A group of leading industrial engineers a short time ago issued a statement which they called a declaration of principles. One of the principles was as follows:

"Free all industries producing socially necessary commodities or supplying public service from selfish or incompetent autocratic control."

Neglecting the human element in business has undoubtedly cut down production but this intangible form is not nearly so reprehensible as one which has been mentioned and hinted at in many press dispatches and private conversations. A certain small minority of manufacturers who became accustomed to a buyers' market because of the tremendous demand during the war, and who like it, seem to believe that an efficient method of obtaining big profits is to keep the demand great by artificial limitations on materials in response to that demand.

They apparently believe that in this way they will be enabled to cut out the old, legitimate methods of building up demand for their product, such as advertising and salesmanship and depend for profits upon a distortion of the old economic laws. One of the best known industrial engineers of the country recently said:

"Things have now gone so far that many manufacturers care but little to reduce manufacturing

costs. They feel they can make their profits by raising prices. When we industrial engineers tell manufacturers how they can reduce costs they frequently meet us with the statement that it is easier for them to raise the price of their articles. In fact, there is little inducement for them to organize their plants in order to reduce costs."

There would be as little inducement for them to advertise if production were artifically cut down by agreement. PRINTERS' INK believes that the proportion of manufacturers who are taking the attitude above described is a misled minority—so small a minority that competition will soon take care of their mistake. If, however, this plan of artificial limiting of production to keep demand strong and prices high is being followed to any appreciable extent, a crime is being committed against all the people of America. The consumer will not endure forever the race of the sellers of things to drive prices up and keep them up. He will demand that they reduce their unit cost of production and they can do this only by better manufacturing methods and tried and proved methods of sales, advertising and distribution.

Until big manufacturers everywhere accept the idea of service and realize that the only way to make true profits is to serve the community and until they consider all our industries and selling agencies on such a basis, the people of America will be far from the road toward a solution of the problems which are menacing them today.

A New Trend in Advertising

New habits of thought on the part of any considerable portion of the population are invariably followed by new kinds of advertising and new trends in advertising copy. It is a convincing indication of the alertness of advertising men generally, that the new copy follows the new thought so closely.

In the old days when industry was in the early stages of changing from a manual to a machine basis, the introduction of any new labor saving device was usually the signal for resentment and sabotage on the part of the workers. Strikes and riots were resorted to as a protest against inanimate things, which it was considered would throw thousands of people out of work. This suspicion of any new machine was always present in the worker's mind and the early hostility continued through the various periods of industrial development. It is only in the very recent past that a change of mind has come over the men who invest their muscle in the business. They have come to realize that machinery which does the work formerly necessarily accomplished by hands, increases output, lessens fatigue and helps to raise the level of their labor from mere physical exertion to a quasi-executive position with a machine as their assistant.

A few months ago the railroad brotherhoods, among their demands included the installation of a certain automatic stoker on locomotives and mentioned it by name. This new realization on the part of labor has been followed by several advertising campaigns directed to the men. The Lamson Conveyor Co., Rice's "Barreled Sunlight," Gaston & Knight Belting Co., and several other national advertisers are directing their copy appeal to win the good will of the man in the plant. In this new trend in advertising which ties up so closely with the news value of the necessity for increased production and a better understanding between capital, management and labor, while the worker is almost in the position of the retailer in the usual type of campaign, without whose goodwill and co-operation the full measure of success is practically impossible.

Convincing this important factor in industry that newer labor saving machinery and factory accessories are to their advantage, promises to become more and more a function of the advertising for this group of products,

which are constantly growing in numbers and in national importance.

Determination to Win in Advertising

It is a fixed policy of a great many sales managers not to hire salesmen who have sold goods for competing houses. These managers believe that if a man has experience in the industry, he is too familiar with confidence-destroying precedents. He knows too much about what cannot be done. He has accumulated a lot of information about the difficulties of the business that tend to set up in his mind an arbitrary limitation as to how much he can accomplish.

While it is easy to carry such a policy too far, nevertheless there is much good sense in the practice of these sales directors. To be outstandingly successful in selling, a man must have an invincible attitude toward his job. He must believe firmly that he can do the task that lies before him. As soon as doubt creeps into his mind this uncertainty is soon observed by the prospect with the result that it is much easier for him to say "No." Unless he maintains the victorious attitude in the face of the buyer, the salesman is undone.

This attitude of invincibility is necessary in all positions of leadership. A business executive must be able to communicate his faith to others and to inspire them with the feeling that they can do what they attempt. No man can lead successfully, except by making his followers believe that they, too, can accomplish what they attempt. Napoleon proved his right to leadership when he succeeded in making every soldier believe that he carried a marshal's baton in his knapsack.

Pat Moran, of the Cincinnati Reds, proved himself a great baseball general in the same way. He imbued every man on the team with the feeling that he was unbeatable. He told them constantly that if they manifested the proper fighting spirit they would win the pennant.

Tackling the job with the feeling that we can put it over, is unquestionably the right attitude to take in every walk of life. We need it in advertising as much as elsewhere. A campaign that is launched hesitatingly, doubtfully, is handicapped. There is no enthusiasm behind it. This wavering attitude soon reaches the trade and finally the consumer, with resulting indifference. A number of advertisers have failed to accomplish their purpose for no other reason than that fundamentally they did not believe in their own propositions. They lacked Pat Moran's dogged determination to win.

Honolulu Fights Gambling With Advertising

Advertising has found a new field in Honolulu. Paid publicity has been recruited as an aid to the foes of lawlessness. Judge William H. Heen, who recently took office as city and county attorney, is buying space in the local dailies to further his campaign against gambling.

The following classified advertisement has appeared:

"Wanted—Any information against professional gamblers, owners of gambling joints and che-fa bankers. Such information will be treated confidentially and, if reliable, will be paid for.

Philippine Commercial Agency in United States

A Philippine commercial agency has been established at San Francisco. This agency is a branch of the activities of the Government of the Philippine Islands through their department of commerce and communication. It will be at the disposal, free of charge, of those who are interested in the commerce, industry, trade or investment opportunities and statistics of the islands.

It is said that a similar office will be established in New York at a later date.

Loft's Big Candy Sales

Loft Incorporated, New York candy manufacturer, which has a chain of retail stores, had a volume of business for the first seven months of 1919 amounting to $2,980,042.59. Gross sales for the three preceding years were as follows: 1916, $2,891,401; 1917, $4,005,396.70; 1918, $5,140,500.91.

Net earnings in 1916 were $332,736.05 and for the first seven months of this year, after deducting reserves for taxes and other contingencies, were $524,233.10.



A Willingness to Co-operate

with clients is the essential part of Hawtin Art Service.

In the preliminary work attendant upon the proper working out of your campaigns our part is to work with you in the development of the illustrations which you may most effectively employ.

Intelligently prepared art work is the first step in the successful expenditure of any advertising appropriation.

HAWTIN ART STUDIOS

19 South Wells Street HAWTIN CHICAGO

Mail Order ADVERTISING

Think of these figures! Only about 10% of the articles or plans shown us for prospective mail-order business are worth going ahead with. We give counsel cheerfully and without charge on mail-order matters. Write, call or phone. NEW YORK 220 West 42nd St. Bryant 5907. CHICAGO 29 East Madison St. Central 5557.

SCOTT & SCOTT

COMMISSION TO ADVERTISING AGENCIES ON

CLASSIFIED ADVERTISING

We handle all details of placing and checking. Our 40-page Catalogue, "Papers That Pay," free upon request.

ANKRUM ADVERTISING AGENCY
Largest Classified Agency in the U. S.
20 W. Jackson Blvd. Chicago, Ill.

ZEEN-YAH, O-H I-O

XENIA, Ohio. It is easier to pick raspberries from a huckleberry bush than to get results here without using the Evening Gazette & Morning Republican.

PALLEN'S NEW MAIL ORDER DEVICE

Will positively pull more subscriptions, renewals, classified and produce more cash mail orders at less expense than any other method in existence. Come man, get in the game! Here's the winner. Send for a live sample.

Address: J. Pallen & Co., Columbus, Ohio

George Seton Thompson Co.

Planning, Copy & Art, Printing, Mailing — **Advertising SERVICE** — Booklets, Circulars, Catalogs, House Organs

122 West Polk Street, Chicago
Wabash 7116

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3¼x6¼ in. $8.00
Each additional thousand 2.50
1000 4-page Folders, 4x9 in.... 10.00
Each additional thousand 3.50
1000 4-page Folders, 6x9 in.... 13.00
Each additional thousand 4.50
FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
523 So. Dearborn St., Chicago

Harvard Finds Branded Groceries Popular

The desire for package and carton goods is increasing rather than drifting toward bulk goods, according to reports of the Harvard Bureau of Business Research, dealing with the cost and methods of the retail grocery trade. It has also been found by that bureau that along with the increase in the quantity of package goods sold there has been an increase in the quantity of branded merchandise carried. Most of the retailers stated in reply to the bureau's inquiries that there has been a growing tendency among their customers when ordering goods to specify the brands that they preferred.

One of the problems facing the retail grocer is the selection of the brands that he is to carry on his shelves. Over one half of the grocers reported that they are making an attempt to restrict the number of brands that they carry in order to keep down their investment of merchandise, avoid losses through deterioration, and obtain a faster rate of stock-turn.

The retailers who carry private brands believe that it is good advertising—attracting to their stores customers whose trade they are likely to retain. This is the reason most commonly given for the preference of a retailer for a private brand. The bureau finds, however, that the stores that sell private brands do not seem to make a higher gross profit, a higher net profit, or have a lower figure for total expenses than others which do not carry private brands.

P. L. Sniffen With International Motor

P. L. Sniffen, who has been engaged in research and market analysis work for The H. K. McCann Co., advertising agency, New York, is now a member of the advertising force of the International Motor Company, maker of "Mack" trucks, New York. He will be in charge of the "Mack" news service bureau.

LOS ANGELES
Evening Herald

Carries a greater volume of advertising than any daily on the Pacific coast

DAILY CIRCULATION
127,773
Charter Member A. B. C.

SALES MANAGERS WANTED

One of the largest concerns of its kind in the country has several excellent openings for men who have been successful in selling and in directing the work of other salesmen.

This concern manufactures several nationally advertised products which it sells to the grocery trade through grocery jobbers. It maintains its own corps of salesmen to call on retailers.

Men who have been shouldering the entire responsibility in the selling organizations of small concerns, or men who have had limited responsibility in the selling organizations of large concerns will be best able to qualify. Successful salesmen who have had no experience in directing others, but who think they have the confidence and ability to do so, will also be considered. Experience in the grocery trade is desirable, but not essential.

Men who qualify will be given a short, intensive course of training and will be placed as sales managers as soon as they are equal to it. Their incomes will depend upon the amount of business produced in their respective territories, and they will also be in line for positions of greater responsibility and remuneration.

The salary to start will be about $4,000 per year, but men who are able to fill the positions should advance quickly to a higher level.

In making application please give full particulars of your experience; also your age and anything else that will make us eager to talk to you personally. All applications will be considered strictly confidential.

Address at once "S. D.," Box 70, care of PRINTER'S INK

523 So. Dearborn St., Chicago

The Little Schoolmaster's Classroom

THE other evening at home the Schoolmaster was reminded of the much discussed problem of duplication of circulation. He has heard many lengthy and supposedly learned discussions on this subject, some arguing against the value of duplicated circulation and others arguing in favor of it, but on the evening referred to he received an actual demonstration that was more forceful than all the pros and cons he has heard or read.

Early in the evening the Schoolmaster's wife was looking through a magazine. "Waffles!" she suddenly exclaimed. "Don't they look good?" And she held up the magazine, exhibiting an advertisement of the Wagner Manufacturing Company, of Sidney, Ohio, featuring their waffle irons. "Sometime we must get a waffle iron," she said, as she has promised herself a hundred times before, and went on looking through the magazine.

* * *

Three hours or so later: "More Waffles! Say, we've always wanted a waffle iron. Let's *get* one. Why wait until we get old and gray?"

"All right," assented the Schoolmaster, "let's get one." Then, as a laboratory experiment in advertising, "What kind shall we get?"

"Oh, one of the irons shown in this advertisement, I suppose. It says to write and they'll tell us where we can get one."

The Schoolmaster reached for the magazine. Yes; it was another Wagner Manufacturing Co. advertisement "duplicating" the one she had run across in the other magazine earlier in the evening. The first advertisement had attracted *attention*, created *interest*, stimulated *desire*—and then *stopped*. The second advertisement, in another magazine, had induced *action*. (Yes; the waffle iron will be bought, all right. The Schoolmaster's wife *always* takes him up when he assents to a purchase!)

Incidentally, the Schoolmaster believes that the second advertisement referred to is a mighty good example of what can be done in a two-column advertisement, and he would like to reproduce it if he had the space.

A dominating effect is obtained by the use of a big cropped picture of a waffle iron filled with waffles; three models are shown across the bottom quite effectively; and the name is displayed well at the top. As for the copy, it is a whole lesson in copy-writing. It is brief, but very effective and informative. The first paragraph starts out: "Crisp, delicious, light waffles—" and gets one waffle-hungry in thirty-one words.

But note the second paragraph particularly: "You'll be surprised how easily and quickly you can make the 'just right' waffles when you use a Wagner Ball Bearing Waffle Iron—either Cast Aluminum or Cast Iron." It answers the question that would naturally come up in many women's minds: "Aren't waffles rather hard, fussy things to make and get just right?"

The last paragraph gets across the bread-and-butter facts briefly and seems to answer every question but one—"What is the price?" It is too bad that the price could not have been quoted, for that would have made it an almost 100 per cent advertisement.

* * *

Ever since the celebrated episode in the Garden of Eden, it has sometimes seemed that the one way to insure that people take a certain course of action is to advise them strongly against it. The small boy takes only a passing interest in the pot of jam on the closet shelf until he has been forbidden to indulge in it. The little girl is content to let her new dress hang in the closet until she is told that it is not to be worn except on state occasions.

Buying Power

It's the buying power of its readers for the kind of goods you sell that makes a paper valuable to you.

We made an investigation to find out what our readers buy. Here are some of the items in their annual bill of materials:

Plumbing Goods and Fixtures	**$59,000,000**
Pumps and Water Supply Systems	**1,500,000**
Boilers and Steam Specialties	**40,000,000**
Tinplate and Sheet Metals	**50,000,000**
Roofing other than metal	**2,600,000**
Furnaces and Accessories	**15,000,000**
Stoves and Ranges	**3,600,000**

These figures show the real value of the publicity service we offer you. They show the size of the market and actual buying power of the people you can reach through

Metal Worker
Plumber & Steam Fitter

243 West 39th Street **New York**

Affiliated Publications in the Building Field:
THE AMERICAN ARCHITECT :: BUILDING AGE

All members of A. B. C.

10,000 BUILDING MATERIAL DEALERS

are reached by a new magazine whose first issue was published without a name. See page 152, Printers' Ink, July 31.

Concrete-Cement Age Pub. Co.
New Telegraph Bldg. Detroit, Mich.

Office Appliances

The one journal which covers the field of office equipment

More than two hundred eighty manufacturers making use of every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, e.c.

ADVERTISE IN

EL COMERCIO

Established 1375



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular, Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers
BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

DRY GOODS MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Des Moines
Chicago Indianapolis New York

FURNITURE MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Des Moines
Chicago Indianapolis New York

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Des Moines
Chicago Indianapolis New York

This perverse streak in human nature by no means dies out with advancing years.

A leading furniture store in San Francisco recently encountered a remarkable illustration of this principle. It was at the height of "a selling market." People were buying furniture right and left. The firm surveyed the situation and decided that under prevailing conditions, if customers kept on buying as they were at this time, there would be very little variety to choose from by the time December came around. Accordingly it inserted in the newspapers an advertisement calling for a halt in the purchase of furniture and carpets. This advertisement was worded:

Do you really want to lower the high cost of living?

One way is: NOT to buy Furniture and Carpets at this time unless you *really* need them.

Giving large, and still larger, orders to the factories—who are already tremendously busy—will cause still higher prices. So let's moderate the *demand* for Furniture and Carpets until the market is normal again.

If you really *need* Furniture and Carpets, buy them, of course. If you have just married you naturally want to furnish a home. And you should. And if there is a *definite need* in your old home, or new home, for certain Furnishing articles, buy them.

In that case, please give our store consideration, because our excellent stock warrants it. But if you *can* wait, do so—giving those who actually *need* Furniture and Carpets the chance to buy them. And thus you will help to reduce the prices and lower the H. C. L.

The John Breuner Co.,
Geary at Powell.

The result was that on the following day the firm did one of the biggest day's business in its history.

Copy planners who find that all other forms of appeal fail, might try this one. In other words, if people won't buy your goods when you want them to, advise them not to buy at all.

R. B. Calhoun with Decatur "Review"

R. B. Calhoun, who has been advertising manager of the *Pantagraph*, Bloomington, Ill., has become manager of the service department of the Decatur, Ill., *Review*.

A Bank Service That Can Be Advertised

Not long ago the manager of a big industrial plant in England saw several hundred of his employees crowded around the paymaster's window, drawing their wages. It struck him that this was not only a waste of their time, but that it was an undignified scramble for the money they had earned. He would not have liked to get his own salary that way. It seemed as though a more modern method of paying wages might be contrived.

Going back to his office, he worked out a plan that combines dignity, time saving and thrift. This has been approved by the company and is now optional with employees, many of whom are taking advantage of it.

Instead of asking employees to congregate around the pay window and wait their turn, they may open a checking account at any bank selected by themselves, and the company deposits wages each week to the employees' credit in his own bank. The employee then pays household bills by check, draws out whatever cash is needed, and leaves the balance in the bank as savings. The company makes a further contribution to his account representing about five per cent interest on all the money which he is able to save.—*Confectioners' Journal.*

BUILDINGS
and BUILDING MANAGEMENT
Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.
City Hall Square Building, Chicago

POSTAGE
The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., $1.00; 1 year, $2.00.
POSTAGE. Room 297. Metropolitan Bldg. N.Y

AMERICAN FOOTWEAR
The National Authority
"Devoted to everything worn on the feet"
We co-operate with agencies
Ask us how!
155 North Clark Street, Chicago

RDS THE RICHEY DATA SERVICE
The October Bulletin—sent you without cost—tells you how you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.
THE RICHEY DATA SERVICE
403 Meridian Life Building, Indianapolis, U.S.A.

RETAIL ADVERTISING SUGGESTIONS
Sample ads from important cities showing treatment of specific lines of goods such as shoes, millinery, clothing, hardware, etc., help many advertising men to improve their own copy. National Service.
CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

Western Advertising
is read by
Buyers of space, agencies, advertising managers, business men and publishers
The only advertising journal published in a territory of 10 million people. Rich in its possibilities for the development of new advertising accounts. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.
RAMSEY OPPENHEIM CO., INC., *Publishers*
SAN FRANCISCO

"GIBBONS Knows CANADA"

Classified Advertisements

HELP WANTED

Copy Man

Thoroughly experienced by middle-west advertising agency. Unusually pleasant working conditions. Give full details in first letter. Box 846, P. I.

PACIFIC COAST ADVERTISING representative wanted, who can take on a well-known engineering publication as a side issue with his other papers. Give full particulars and references. Box 847, Printers' Ink.

WANTED AT ONCE—By one of the largest and best known business houses in its particular line, a clever and experienced sales correspondent—woman who can write "human" letters, that will interest well bred, intelligent people. Write a long letter giving all details of experience, aims, etc. Send samples of work. Address Immediate. Box 848, Printers' Ink.

Experienced calendar salesmen with an established territory will be interested in our unusual liberal proposition. Our complete line of calendars with exclusive designs, together with advertising specialties, enable our men to work all year around, netting them an annual income from $5,000 to $10,000. Protected territory for the season of 1920 will be allotted now. Full particulars will be furnished upon receipt of your application stating experience, qualifications, sales records, etc. in detail.

F. J. OFFERMANN ART WORKS
299 Broadway, Buffalo, N. Y.

ESTABLISHED ADVERTISING AGENCY WILL ADMIT GOOD SOLICITOR, WITH CAPITAL, AS working partner. Box 844, Printers' Ink.

Are You Fighting Without Adequate Compensation?

Are You Ready for a Real Opportunity? Photoplayets, short advertising films, equal in attractiveness to the highest grade of regular moving pictures and produced by the largest film manufacturer in the world are the most productive advertising mediums for merchants and banks in cities under 100,000. Salesmen of ability can make a connection providing a larger income than has been offered by any legitimate proposition for many years. Motion picture experience unnecessary, advertising experience invaluable. Apply by letter only.

Merchants Service Dept.
ROTHACKER FILM MFG. CO.
1341 Diversey Parkway,
Chicago.

Advertising Salesmen

One who can close contracts with the leading merchants, and who can write general copy. A good position with old-established newspaper in lake city of 300,000 population. Write, stating qualifications and salary expected. Box 850, Printers' Ink.

Secretarial position with national association open for man with all around business and advertising experience, who has initiative and can originate and carry out systematic advertising and publicity plans. Knowledge of public utility problems preferable although not altogether essential. Answers covering fully business career and accomplishments will form the basis on which an interview will be granted. Address A.G.A., Box 845, Printers' Ink.

Men of Force and Character Can Cash In on unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchants' Service, Dept. 1341 Diversey Pkwy., Chicago.

WANTED

Wanted an experienced newspaper advertising manager, also a circulation manager. State number of years of experience, where employed, whether single or married and salary expected. An excellent opportunity for a real live man. Address Evening Journal, Wilmington, Delaware.

Advertising salesman wanted for Chicago and surrounding territory on first-class magazine and farm paper proposition. Must have strong agency connection. A Canadian, or one who knows Canada would be best able to fill this position satisfactorily. Apply by letter, giving full particulars and references to **MacLean Publishing Co Limited, 143 University Ave., Toronto, Canada.**

Wanted

Advertising representative in each of the cities of Chicago, Philadelphia, Boston, St. Louis, Atlanta and San Francisco. Old established trade paper. Address Hipco, Box 855, Printers' Ink.

Wanted—For editorial work. Man of engineering education having steam railway track maintenance experience and ability to investigate and write. Address, Box 852, Printers' Ink, Chicago.

WANTED

We want a man who has diamond, watch and jewelry experience, who can write interesting, pulling sales letters. The man who can do this for our mail order department can be assured of a permanent position, an excellent future and with advancements limited only by his own ability. Box 851, Printers' Ink.

WOMAN COPYWRITER WANTED

A high class, conservative but growing New England dry goods and women's wearing apparel store has an excellent opportunity for a clever young women with some experience in writing.

Salary, hours, conditions, and chance for development are exceptional.

No tempermental genius wanted, but a sensible, diplomatic person who can adapt herself and grow with this permanent position. Give full details, samples and salary in first letter. Confidential. Address Box 857, Printers' Ink.

Package designer and originator in proprietary medicine, perfume and cosmetic field. Submit samples of work, stating age and present salary. All replies confidential. Box 854, Printers' Ink.

Advertising Representative

The Furniture Index, Jamestown, N. Y. requires competent solicitor to maintain New York office and cover eastern territory. Give full details, age, remuneration and experience. Man about 30 preferred.

WANTED
Patent Medicine
Copy Writer

No general copy writer need apply. What we want is a man who has specialized on patent medicine copy in all its phases—readers, display, testimonials, etc. Must be strong on headlines. State experience, accounts worked on, salary and when you can start. Box 853, Printers' Ink.

We have an opening for an active young man familiar with type, lay-outs, cuts, etc. Extensive experience not so essential as an ability to develop rapidly. A moderate salary to start. The position is one that offers all sorts of opportunities for the live wire. Write fully, stating age, experience, present salary, etc. Box 858, Printers' Ink.

SALES MANAGER

to take full charge of a large selling organization for a nationally advertised line selling to the Retail and Jobbing Drug trade. An exceptional opportunity for man with experience to assume full charge of selling. All communications treated in confidence. Write "S" 611 World Bldg., New York City, N. Y.

Commercial Artist

who can produce modern stuff in pen and ink, wash and lettering will find a permanent position with excellent future in our studio. Amateurs are not wanted; the man we need combines originality, speed and efficiency. Send samples and tell all you have to say in first letter. Calvin Stanford, Advertising, Connally Bldg., Atlanta, Ga.

A MAN

30-35 years old—
Married—
A promotion salesman for woman's ready to wear organization with a twenty-year national advertising prestige—
A believer in advertising and a quality product—
Some metropolitan sales experience—
A comfortable salary and expenses and an earning power limited only by ability—
Address "C.D." Box 809, care Printers' Ink.

ARTIST—

An opportunity in a large manufacturing concern to young man experienced in lettering and figure work. Write age, experience and salary desired. Box 796, Printers' Ink.

MISCELLANEOUS

6000 population town in northern Michigan wants weekly paper. State experience and capital. Address M. L., care of Printers' Ink, 833 Peoples Gas Building, Chicago.

WE WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our $200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 849, care Printers' Ink.

CATALOGUE COMPILER

Experienced catalogue and advertising man desirous of making permanent connection in New York City or vicinity. Twelve years experience as practical printer and printing purchasing agent. Age 30 years. Married. Box 859, Printers' Ink.

Puedo yo Servirle?

Young man making trip through South America about first of the year offers his services to anyone desiring representation in that field. At present residing in Panama. How can I serve you? Box 860, Printers' Ink.

POSITIONS WANTED

Sales promotion and advertising executive of many years experience in the proprietary medicine line and having a thorough intimate knowledge of retail drug conditions in every part of the union, will shortly be open for engagement. Can show records of unusual results in opening new territory and increased sales everywhere. First-class references. Big propositions only. Address A. B. C. Box 856, Printers' Ink.

Mr. Advertiser:

In the advertising business, I wish to secure advertising in Chicago territory for two or more good live trade or technical journals. Only want good ones. I deliver the goods. References given. R. IGO, 553, Peoples Gas Bldg., Chicago.

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Chicago Tribune versus Canada

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From six hundred (600) to seven hundred (700) tons of paper are used in printing each issue of THE CHICAGO SUNDAY TRIBUNE — the world's greatest newspaper — circulation now in excess of 700,000.

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TANGIBLE CIRCULATION